

# LIFE

LOVE LETTERS OF SHAW  
AND MRS. PAT CAMPBELL



SAN FRANCISCO  
OPERA OPENING  
                      
MRS. PETER THIERIOT

20 CENTS

OCTOBER 6, 1952



# Community

presents a new pattern

## White Orchid

*in a beautiful new chest*

Why wait for place settings  
when you can get this 52-pc.  
service for 8 for only \$77.50

See your jeweler's presentation showing of  
White Orchid,\* newest Community pattern, in  
the luxurious new White Orchid\* chest. You can  
entertain proudly—graciously—right from the  
start, because this treasure chest of Community\*  
gives you all the silverware you need to set your  
table for 8! Wear-protected "for keeps" with  
Community's own "Overlay" of solid silver.

*Look what you get for \$77.50*

Dinner service for 8 places . . . 16 teaspoons, 8  
knives (with Serra-Blades), 8 forks, 8 salad forks,  
8 soup spoons, 2 tablespoons, butter knife and  
sugar spoon. Anti-tarnish chest, retail value  
\$18.00, included at no extra cost. Ask your  
jeweler about easy terms—today.

COMMUNITY...THE FINEST SILVERPLATE

\*TRADEMARKS OF ONEIDA LTD., ONEIDA, N. Y.  
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**Proof: Twice the decay reduction!** IPANA A.C.'s ammoniated formula destroys *Lactobacilli*, the bacteria many dentists say help cause cavities. Chart above shows how 2-year tests proved the ammoniated formula twice as effective in reducing decay as the ordinary dentifrice tested.



**Proof: Mouth odor stopped for hours!** IPANA A.C. cleans and freshens your breath with Nature's magic green deodorant, *chlorophyll*. In scientific tests with an odor-measuring osmometer, it completely stopped unpleasant mouth odors in 9 out of 10 cases—for hours.



**No staining problem—tastes wonderful!** IPANA A.C. is designed to help you—not give you more work. It will not leave messy stains—washes easily from tooth brush, towels, sink. And its delicious flavor was chosen by children and grown-ups in actual taste tests.



The ammoniated formula of new IPANA A.C. is based on research by scientists of the University of Illinois and is licensed by the University of Illinois Foundation under Patent #2,542,586 and other patents pending which relate only to the ammoniated elements.

**NOW GET BOTH MIRACLE INGREDIENTS—IN NEW IPANA® A. C. TOOTH PASTE**

# Ammoniated to reduce decay— Chlorophyll to stop mouth odor!



## "Won't settle for half-way tooth pastes"

"With three children in the family, I don't take chances on anything I buy. I always make sure we get IPANA A.C. because it's the chlorophyll tooth paste that's ammoniated, too," says Mrs. Richard Horton, Levittown, L. I. "And IPANA A.C. tastes so good that we all really enjoy brushing our teeth with it."

## Never before Ipana A.C. could you get complete mouth protection like this!

Now you and your children can definitely help cut down painful, expensive cavities—and stop mouth odor for hours.

And it's easy—just use new IPANA A.C. Tooth Paste regularly after eating.

In this one delicious tooth paste, you get *both* ammonium-ion (to reduce tooth decay) and chlorophyll (to stop mouth odor). And it's made by the makers of trusted IPANA—so you can be sure that it's pure, safe and cleans teeth beautifully.

**Take care of your gums**—Brushing teeth with IPANA A.C. from gum margins toward biting edges helps remove irritants that can lead to gum troubles.

**Keep your teeth clean and bright.** IPANA A.C. offers you and your family the advantages of a really attractive smile, too. It polishes teeth sparkling clean and bright.

No ordinary chlorophyll or ammoniated tooth paste—no other type of tooth paste—can give you the kind of *complete mouth care* that is yours with IPANA A.C. Get a tube today.

*Ask for the New*



Product of Bristol-Myers

Costs less to try! Large size only 37¢ Giant size 59¢

This One



DFZR-RBH-RH51



# YOUR RADAR DEFENSE MADE STRONGER BY G-E ELECTRONICS RESEARCH

**E**VEN AS YOU READ THIS, the U.S. Air Force is strengthening and expanding a vast continental radar network stretched around the strategic approaches to the U.S. and its vital production centers. The goal—to complete an electronic nerve system to detect sneak bombing missions which might be launched at us from half the world away.

Through around-the-clock research in electronics and by the manufacture of the most advanced radar equipment, General Electric is working to give you a warning system surpassing anything heretofore available.

Improvements in our radar defense enable U.S. jet interceptors to locate the enemy quicker—farther away from our industrial centers. Precious minutes saved by more efficient radar can well be the minutes that save an American city from destruction.

G-E electronics research and production facilities are helping provide better radar not only for ground stations, but also for planes, ships, and submarines. In these vital military applications as in television, radio and all other fields of electronics, you can look to General Electric for leadership.

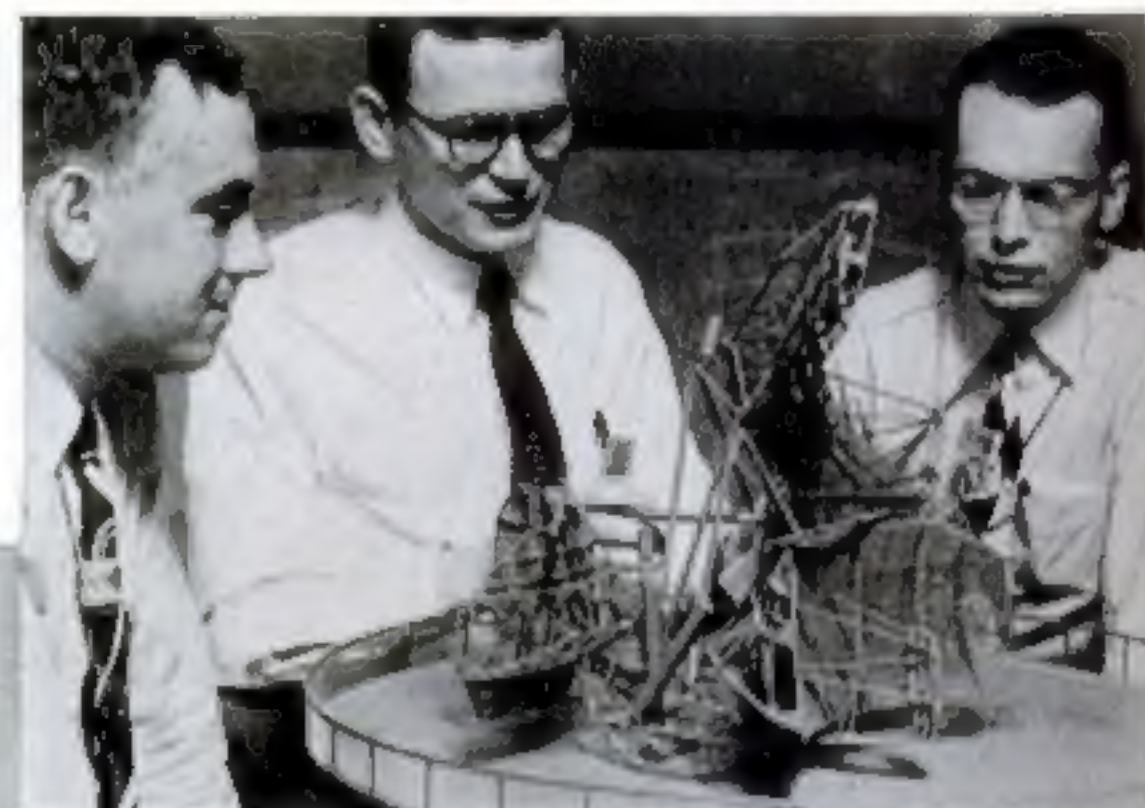
*You can put your confidence in—*

**GENERAL  ELECTRIC**



**AIR FORCE OFFICER PLOTS UNIDENTIFIED PLANES.** Transparent chart in Air Defense Command Headquarters resembles giant spider web, gives continuous visual picture of many radar observations.

**TYPICAL G-E RADAR ENGINEERS** are young, competitive, progressive. At G-E they see their ideas developed and put to use. More than 60% of the work at Electronics Park now is devoted to the latest electronic equipment for the armed forces. Engineers not now engaged in defense programs are invited to write to Technical Personnel Office, General Electric Company, Electronics Park, Syracuse, New York.



**A RADAR STATION (LOCATION MILITARY SECRET) KEEPS ITS "EAR TO THE AIR."** The giant elliptical antennas shown above, have "sails" of lace-like steel to cut down wind resistance. Sweeping the air in endless watch, these "sails" send out V-shaped beams which detect

planes as far off as 250 miles. Many of the big antennas are protected against high winds and weather by "radomes" of rubberized fabric. The balloon-like "radomes," supported only by internal air pressure, permit transmission of radar energy without loss of power.



A list like this



will save you time



when you call out-of-town

**Long Distance calls go through  
faster when you Call by Number**

When you give the Long Distance Operator the out-of-town number you want, it saves time. She can then put your call through without first calling "Information" in the distant city to get the number.

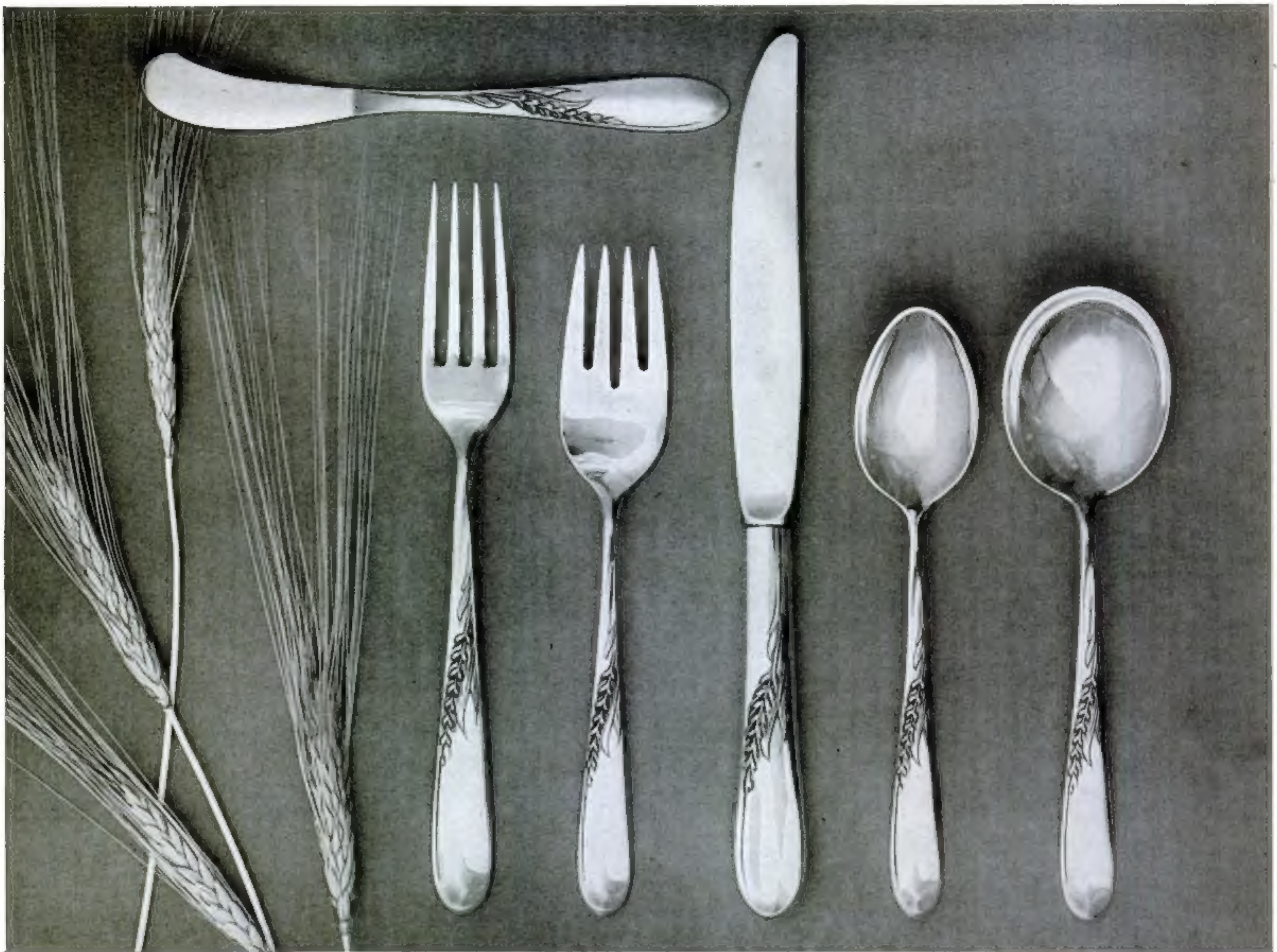
So write down the local and out-of-town numbers you already know. If there's a new number you don't have — or an old one you've forgotten — be sure to add it to the list when the operator gives it to you.

The Bell Telephone Company in your community will be glad to give you a free Telephone Numbers Booklet.

**BELL TELEPHONE SYSTEM**







## Reed & Barton announces "Silver Wheat" a new sterling pattern for young marrieds



**RANCH HOUSES** are a popular choice today with young marrieds. Their furnishings are fresh, uncluttered, informal. Reed & Barton's new SILVER WHEAT suits both the way of life and the pleasant decoration.



**MODERN APARTMENT** dwellers usually choose contemporary furniture. They like it for its clean lines, its simple shapes and cheerful colors. New SILVER WHEAT is in complete harmony with this decor.

### New "Silver Wheat" meets demand for solid silver which is both modern and beautiful

Reed & Barton, the great New England Silvermasters, have just introduced a sterling pattern which manages to be highly "contemporary" without being in the least austere. It is called SILVER WHEAT, and it is being welcomed enthusiastically by young marrieds!

You can divide most patterns into two broad categories—antique and modernistic. New SILVER WHEAT fills the gap between these two extremes. It is modern enough for ranch houses and penthouses, but it is also extremely beautiful. It is the "Americana" look in silver.

The wheat motif is a traditional and heart-warming symbol in American design. Today, it answers the strong public demand for *nature* forms in decoration. And brides report it goes equally well with period and modern.

You can buy SILVER WHEAT at leading jewelry and department stores, and on convenient payment plans. A six-piece place setting costs \$29.50 (incl. Fed. tax). Send for free booklet to Reed & Barton, Dept. L, Box 990, Taunton, Mass.

ADVERTISEMENT: copyrighted by Reed & Barton



"Johnny had me on the spot!"



"Right out of the blue, our 11-year-old Johnny asked me, 'Dad, which star is closest to the earth?' I couldn't have told him if my life depended on it! So we got out World Book and, as usual, we found the answer—Alpha Centauri.

"Of course that got Johnny going on the whole article on Stars. Once more, our wonderful World Book not only had the facts he wanted, but

helped get him interested in learning still more.

"Johnny's teacher says children must learn at home, as well as in school. It's the home's job to help them develop what's been started in the classroom. We couldn't do it without World Book. Those 19 volumes are packed with accurate information told in story form with over 18,000 pictures. It's done wonders for Johnny—and us!"

9 out of 10 families whose children have World Book report it has helped them advance more rapidly in school. World Book helps make learning a habit . . . a priceless habit which leads to success now, and later, in life.

Send for the booklet described below and find out how your whole family will benefit by having World Book Encyclopedia in your home.

# More families buy **World Book** than any other **ENCYCLOPEDIA**

**1st Choice** of America's Schools and Libraries *Ask any teacher or librarian.*

Want a lifetime career with good pay, future security? Discover how all this can be yours as a World Book representative. Write Mr. George M. Hayes, World Book, Dept. 240, Box 3565, Chicago 54, Illinois.

FIELD ENTERPRISES, INC., EDUCATIONAL DIVISION, 35 EAST WACKER DRIVE, CHICAGO 1, ILLINOIS

Send for **FREE** Booklet!



Write today for your copy of valuable free booklet, "How to Help Your Child Win Success." Address: Mr. George M. Hayes, World Book, Dept. 140, Box 3565, Chicago 54, Illinois.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



**DU PONT ANNOUNCES**

# anti-freeze week

**AT "ZERONE" and "ZEREX"**  
REG. U.S. PAT. OFF.  
**DEALERS**

It's time to get your anti-freeze and have your car prepared for cold weather. Don't wait until freezing weather strikes and your dealer's station is jammed. Do this now—while your dealer has time to take better care of you. He'll give you complete cooling system service and the Du Pont anti-freeze that suits your needs best.



## DU PONT "ZERONE"

*America's great  
 money-saving  
 anti-freeze value*

**\$1.50** A GALLON  
(TYPE S)

D.P.S. Retail Ceiling Price.

So efficient that three quarts do the work of four quarts of most other brands of anti-freeze. Hence you buy less. The special chemical rust inhibitor in Du Pont "Zerone" gives your cooling system long-lasting protection against rust and corrosion.



## DU PONT "ZEREX"

*The outstanding  
 non-evaporating  
 anti-freeze*

**\$3.75** A GALLON  
(TYPE P)

D.P.S. Retail Ceiling Price.

One filling of "Zerex" lasts all winter in a properly operating cooling system. "Zerex" helps keep cooling systems clean and operating efficiently . . . protected against rust and corrosion. There is no finer anti-freeze made than Du Pont "Zerex."

**150th Anniversary**

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

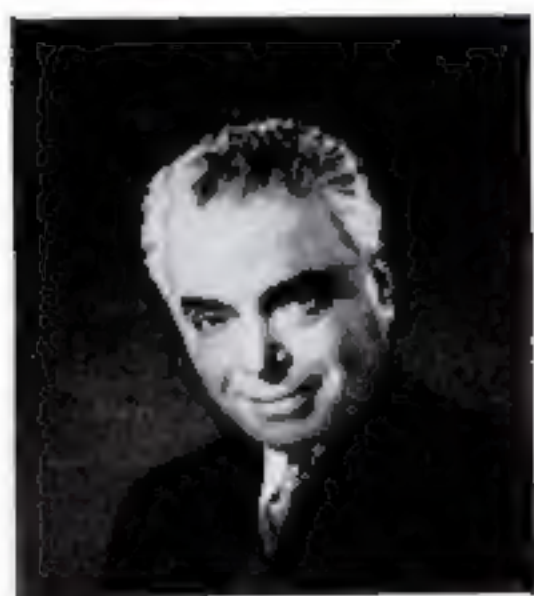


# Only a PLAYTEX® Girdle

lets you feel as free as this...



and look as **SLIM** as this...



**PHILIP MANGONE**, New York's fabulous suit designer, says:

"My fashions for fall make two demands on you—that you move with easy grace, that your silhouette be smooth-lined and slimmer. And see! How simply you achieve this with a fabulous Playtex Girdle!"

What could be as easy, as free as this slender sheath of latex with fabric next to your skin? Playtex Fab-Lined trims and sleeks you without a seam, stitch or bone—stays completely, discreetly invisible even under sleekest skirts. You'll praise everything about it—from tummy-trimming top to new "Adjust-All" garters, to the way it washes in seconds, dries in a flash!

Invisible

*Playtex* **FAB-LINED** *Girdles* from \$4.95  
— Fabric-Next-to-Your-Skin —

**PLAYTEX**... known everywhere as the girdle in the **SLIM** tube.  
 Playtex® Living® Girdles, Playtex Pink-Ice Girdles, from \$3.50  
 At department stores and specialty shops. Prices slightly higher outside the U.S.A.





Announcing

the greatest invention  
in home cleaning since  
the vacuum cleaner!

Made by the makers of Electrolux,  
America's largest-selling cleaner



Touch no dirt!..

New ELEC  
the cleaner you





Breathe no dirt!... See no dirt!...

© ELECTROLUX CORPORATION

trolux  
never have to empty!







## SPEAKING OF PICTURES . . .

. . . A white horse high above the ground seems to belong to a merry-go-round





So perfect is its control, form and grace that the leaping white horse above looks as if it had been taken right from a merry-go-round and hung in mid-air. The horse is one of the famous Lipizzans of the Spanish Riding School of Vienna, practicing jumps in Stockholm,

where the troupe stopped on a European tour. Bred originally from Spanish mares and Arab stallions, the Lipizzans have a special build—stocky neck, powerful hindquarters, elastic hocks and short legs—which enable them to perform almost incredible jumping feats. In

this particular leap, at a signal from its trainer's light birch whip, the horse bounds upward and stretches the hind legs out backwards as nearly horizontal as possible. This leap is called the "capriole" and is the most difficult and most admired of all the Lipizzan's accomplishments.



# Brushing Teeth Right After Eating with COLGATE DENTAL CREAM STOPS BAD BREATH AND STOPS DECAY BEST!

Colgate Dental Cream Instantly Stops Bad Breath  
In 7 Out of 10 Cases That Originate In the Mouth!



**COLGATE DENTAL CREAM  
MAKES YOUR MOUTH FEEL  
CLEANER LONGER!**

Colgate Dental Cream cleans your breath while it cleans your teeth! Yes, brushing teeth right after eating with Colgate Dental Cream gives you a clean, fresh mouth all day long! Scientific tests prove that in 7 out of 10 cases, Colgate's instantly stops bad breath that originates in the mouth. No other toothpaste has proved so completely it stops bad breath. And no other cleans teeth more effectively, yet so safely!



**AND THE COLGATE WAY  
STOPS TOOTH DECAY BEST!**

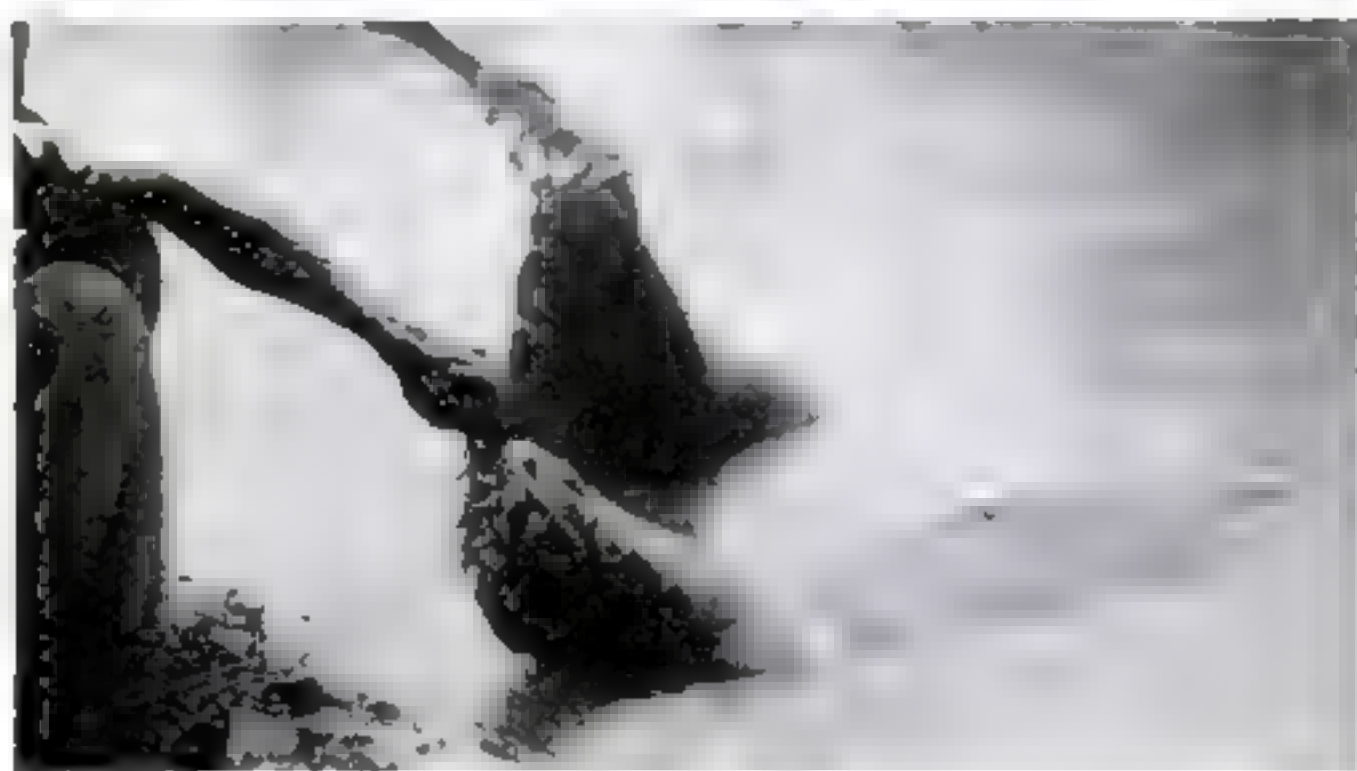
Yes, the best way is the Colgate way! Brushing teeth with Colgate Dental Cream right after eating is the most thoroughly proved and accepted home method of oral hygiene known today. In fact, the Colgate way stopped more decay for more people than ever before reported in dentifrice history! Yes, to help stop bad breath and tooth decay at the same time, the best way is the Colgate way!



NO OTHER TOOTHPASTE  
OF ANY KIND WHATSOEVER  
OFFERS SUCH CONCLUSIVE PROOF!

**PURE, WHITE, SAFE COLGATE'S  
WILL NOT STAIN OR DISCOLOR!**

## LETTERS TO THE EDITORS



GEORGETOWN'S FRIENDLY MANATEES MUNCH A HANDOUT

### MERMAID'S MODEL

Sirs:

Reading "This Is a Mermaid? Well, That's What Science Says" (LIFE, Sept. 15) reminded me that during the last war I was stationed at Atkinson Field, British Guiana, South America, and I visited the Botanic Gardens in Georgetown. In a pool in the gardens there were four to eight sea cows. All one had to do was to ripple the water at the edge of the pond and up would come the manatees to eat grass from our hands.

These sea cows came from the Demerara River and natives would relate that where the sea cow was to be found no alligators would be present as the manatee could break a gator in two with his tail.

Here is a picture (above) of two natives feeding the sea cows a bit of grass. The one on the right had moss on his back, from age, and loved to be scratched with a sharp stick.

EDWARD J. MCCARTHY  
Chicago, Ill.

### NEW MEXICO

Sirs:

We realize the Austrians have been conquered, overrun and dictated to for centuries and it is only natural that they would feel the more desolate things of life. Photographer Ernst Haas in picturing "The Enchanted Land of New Mexico" (LIFE, Sept. 15) could have looked above the "skeleton of a desert" and seen a beautiful range of mountains comparable to the Bavarian Alps, or beyond the dead coyote and found a fat cow and her calf. There are more attractive things than watermelon rinds in any state.

MR. AND MRS. MAX WIGGINS  
Hagerman, N. Mex.

Sirs:

He apparently did not feel that any of our 10 million acres of pine, fir and aspen forested mountain country was worth the trouble to photograph.

JOHN R. RAINWATER  
Albuquerque, N. Mex.

● The things which most impressed Haas about New Mexico were its barren brilliance, flooding sunlight and empty spaces, simply because they are unlike anything in Austria. "I can photograph forests any time," he says, "at home."—ED

### POLITICAL CAMPAIGNS

Sirs:

Let us imagine that Eisenhower could devise and deliver richly humorous quips. Wouldn't you remark on the general's quick wit and fine sense

of humor? Certainly! But the welcome humor interjected in Stevenson's thoughtful, serious speeches is treated flippantly as a "stock in trade of wisecracks," while the serious principles and program he has been outlining are largely ignored. . . .

ARTHUR T. JOHNSON  
Iron Mountain, Mich.

Sirs:

I want to thank LIFE for the fair publicity you are giving both presidential candidates. . . .

R. P. GALLAGHER  
Seattle, Wash.

### SPEAKING OF PICTURES

Sirs:

I was the "young Lincoln student" who found the photograph of President Lincoln in his coffin, in the Illinois State Historical Library (Speaking of Pictures, LIFE, Sept. 15). I found it July 20, 1952, while I was there as the guest of Dr. Harry E. Pratt, Illinois State Historian.

Going through the folders of Nicolay and Hay papers, I came across a letter dated 1887, in rather scribbly handwriting, and signed "Lewis H. Stanton." The letter talked about a mysterious photograph and there was another piece of paper folded inside. I was curious to see what this picture was that Stanton was being so secret about, so I opened it up and found a faded brown picture of some men standing by a coffin. The closer I looked the more the figure in the coffin looked like Lincoln. Then I hurried into the office where Dr. Pratt was sitting. Immediately, as I had, he recognized the long-lost photograph.

RONALD D. RIETVELD  
Des Moines, Iowa

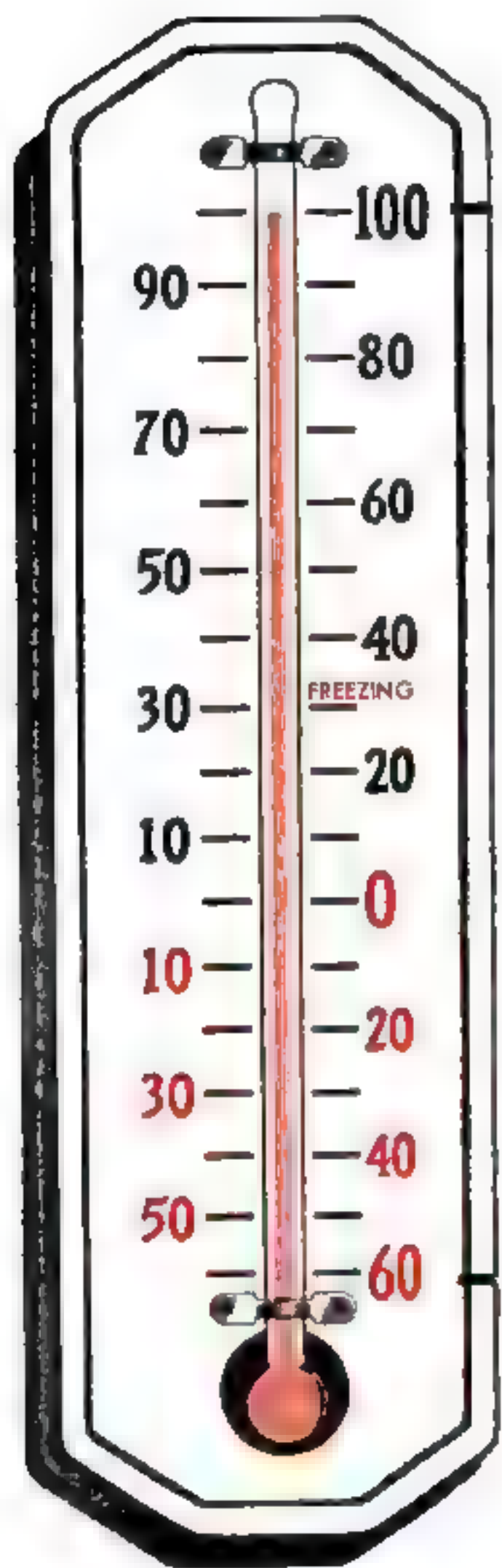


RONALD WITH LINCOLN ITEMS

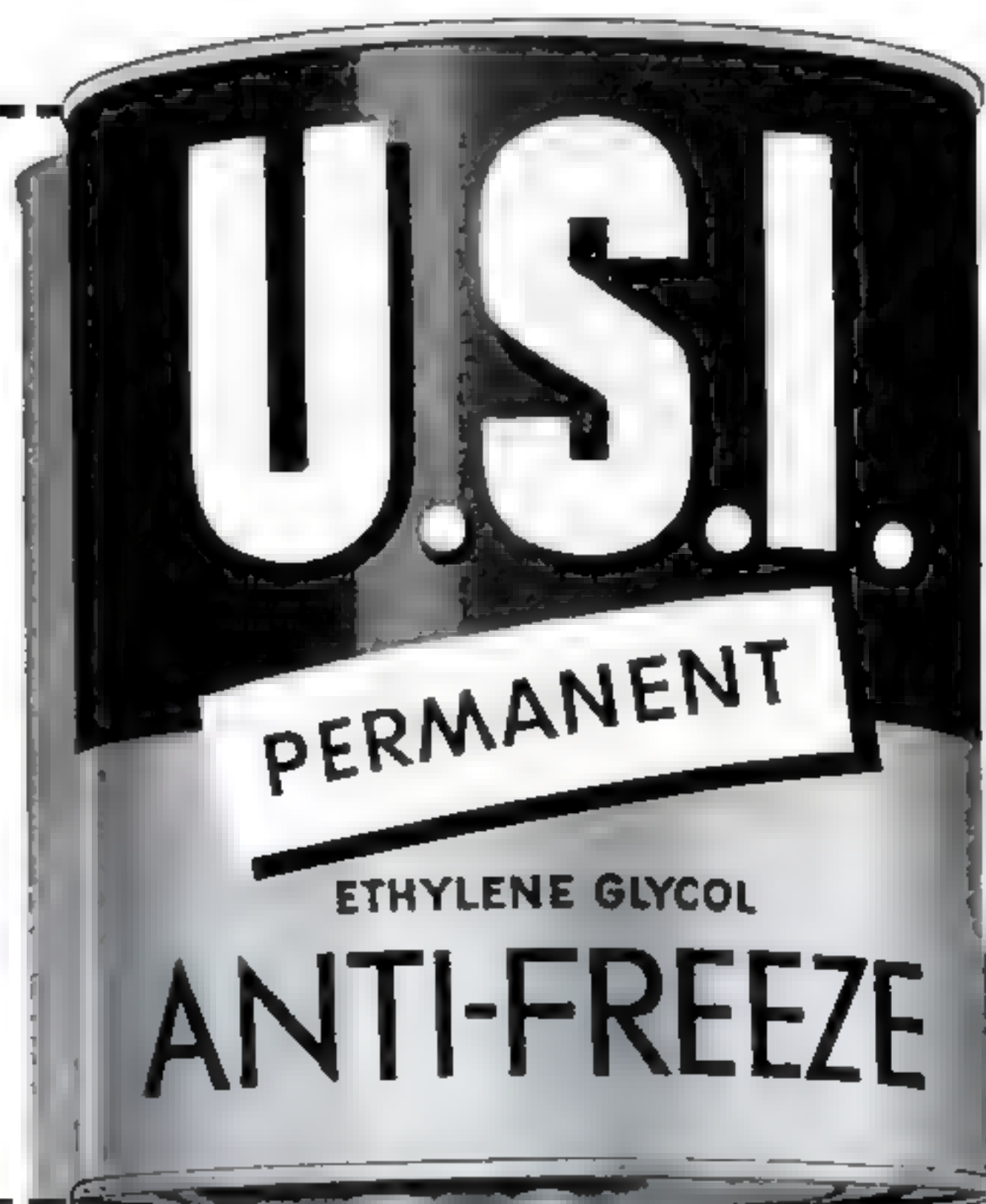
● Ronald Rietveld is a 15-year-old Des Moines high school boy whose intense interest in Lincoln and his era led him to make a visit to Springfield to do some independent research. According to Dr. Pratt he has become "a real Lincoln expert" and has begun his own collection of Lincolniana.—ED.



# Your car is safe



--from here--



--to here--

*with the*

*weatherproof* anti-freeze  
that lasts **all** winter!



Get *uninterrupted protection* from Fall till Spring—no matter how high or low the temperature goes! *One* shot of U.S.I.—the worry-free WEATHER-PROOF anti-freeze—does it!

Warm spells—even 100 above zero—can't evaporate U.S.I.! Cold spells—

even 60 below zero—can't freeze U.S.I.! And U.S.I. completely stops rust and corrosion, won't clog, won't damage rubber or metal. That's why the U.S.A. goes for U.S.I.!

Why delay? Get U.S.I. today!

*making finer anti-freezes since 1915 —*

U. S. INDUSTRIAL CHEMICALS CO. • Division of National Distillers Products Corp.





## LETTERS TO THE EDITORS CONTINUED

Sirs:

In Stefan Lorant's *Lincoln, His Life in Photographs*, first published in 1941, appears a photograph of Lincoln's coffin resting in the rotunda of the Capitol on April 20, 1865. The lid is closed but the singular thing about it is that it differs almost entirely from the coffin shown in *LIFE*. It is extremely plain. Yet a contemporary writer described Lincoln's coffin as having "four massive silver handles . . . tassels, shanrock leaves, silver stars and silver cords."

Did Lorant receive incorrect information as to the date of this photograph?

VIRGINIA R. SUSHKOFF  
San Francisco, Calif.

• Yes. Subsequent research on the photograph Lorant published suggests it is a view of Thaddeus Stevens' coffin, not Lincoln's, and was taken in 1868, not 1865. Lorant withdrew the picture from the second (1947) edition of his book. It does not appear in his new book, *Lincoln, A Picture Story of His Life* (Harpers, \$6).—ED.

### RITA GAM

Sirs:

I found Rita Gam's hairdo as shown on *LIFE*'s cover (Sept. 15) not only unattractive, but just a plain matted mess! My artistic sense compelled me to cut out the cover picture and trim it to re-style her hair. Now she looks individual and chic.

B. EDMOND  
New York, N.Y.



COVER RITA TRIMMED RITA

### U.N. SCHOOL FIGHT

Sirs:

You emphasize the bitterness of the protests which led the Los Angeles school board to drop *The "E" in UNESCO* ("From Citizens to School Board," *LIFE*, Sept. 15) without indicating the very real objections to the proposed UNESCO school program—objections which in no way reject the ideal which UNESCO represents.

The UNESCO program as it is presented to the schools calls for the de-emphasis of nationalism and patriotism in all courses and textbooks. It is one thing to press for the elimination of excessive national pride but quite another to play down wholesome national traditions in the schools of this country. . . .

WALTER A. BERGE JR.  
Brooklyn, N.Y.

Sirs:

Your article on the disgraceful proceedings in Los Angeles is an indisputable public service. The attempts of special-interest pressure groups to smear and subvert the United Nations should be brought to nationwide attention.

With our subscription to the U.N. Charter and subsequent international covenants, we undertook specific moral

and social obligations to our peace-loving partners in the community of nations. Our participation in UNESCO is among the most important of these . . . and it is no less than criminal to expect our children to be raised in ignorance of the U.N. and its aims. America has grown up. Let us hope that most Americans have.

GEORGE W. LANE  
Arlington, Va.

Sirs:

Paul G. Hoffman was right in describing the spineless and pusillanimous decision of the Los Angeles school board as the "beginning of book burning." Those who desire a great future for America would do well to awaken to the serious threat to that future which lies . . . in these myopic attacks on the U.N. and its agencies such as UNESCO which are building the foundations for world peace. . . .

PALMER VAN GUNDY  
La Canada, Calif.

### MUSIAL AND MANTLE

Sirs:

I read "An Old Pro and a Young One" (*LIFE*, Sept. 15). I must confess I think it rather absurd to run Mickey Mantle on the same page with Stan Musial. As a ball fan since 1909, I consider Mickey a promising youth but many miles away from the incomparable Stan.

C. WILLIAM DUNCAN  
Drexel Hill, Pa.

Sirs:

Previous articles in *LIFE* on Mickey Mantle said that his uniform number followed in sequence those of Babe Ruth, Lou Gehrig and Joe DiMaggio (Nos. 3, 4, and 5 respectively). I was a little puzzled to see the number 7 on his uniform in your picture.

WILLIAM P. GARRABRANT  
Wilmington, N.C.

• Mantle used 6 earlier in the season, changed to 7, which he prefers.—ED.

### EDITORIAL

Sirs:

"An End to the Korean War" (*LIFE*, Sept. 15) is the most astute summary of the Korean situation since its beginning. I hope this editorial will influence our officials toward more decisive action than they have evidenced up to this time.

H. T. LEWIS  
Jackson, Miss.

CONTINUED ON PAGE 17

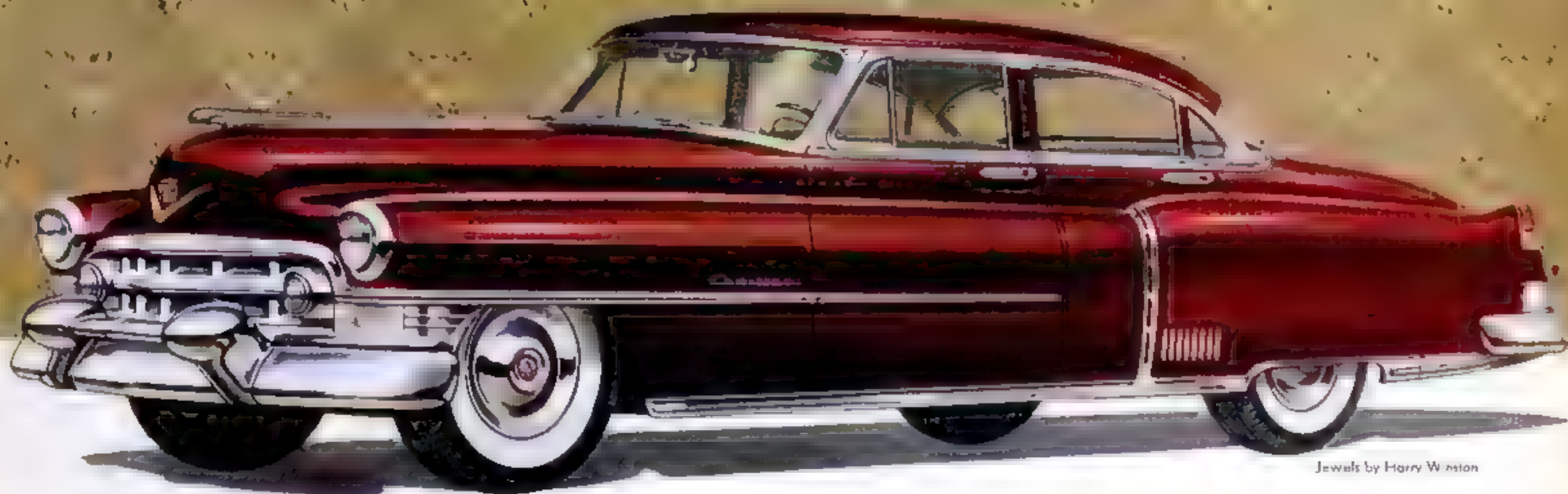
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# Cadillac



Jewels by Harry Winston

## More Eloquent Than Words!

The beautiful Cadillac crest is, beyond any question, one of the most eloquent symbols in all the world of manufactured products. In fact, it seems safe to say that no other mark of identification speaks so eloquently of the motor car that bears it . . . and of the man who owns it. It speaks of great engineering . . . of inspired design, and of experienced craftsmanship. It

promises mile after mile of superlative motoring enjoyment . . . and it foretells year after year of dependable performance. It proclaims, in short, that here is an automobile built to the highest standards it is practical to enforce in the production of a motor car . . . And, oh, the wonderful things it says about the man behind the wheel! It identifies him as a person of standing and

achievement . . . it attests to his high regard for the comfort and safety of his fellow passengers . . . and it reveals his discerning taste and his good judgment. If you haven't as yet driven the Golden Anniversary Cadillac—we think you should come in and do so today. You might decide it's time for the Cadillac crest to tell its wonderful story about *you*—and *your* motor car!

YOUR CADILLAC DEALER



**Open your eyes, lady.** A blanket is no longer just a blanket. Now there is a blanket that performs miracles—like coming out of the washing machine just as it was when you bought it—deep-piled, fluffy, luxurious—*and* exactly the same size. Like keeping you warm on the coldest nights, even though it's so light it rests like a kiss on your shoulders. Like not having to be stored away—because moths and mildew just can't attack it. What makes a blanket act like this is Acrilan, an amazing new fiber—so new, in fact, that there's only enough for a few people to sleep under these miracle blankets this winter. Will you be one of them?



ACRILAN®

Blankets made by PEPPERELL of 100% ACRILAN

ACRILAN is available in limited quantities today in blankets, dresses, women's suits; also men's sport shirts, and in fabrics by the yard  
The Chemstrand Corporation, Decatur, Alabama • New York Office: Empire State Bldg., New York 1, N. Y.





## "We really enjoyed a sightseeing vacation by Greyhound"

... write Eileen Hapwood and Belle Warwick of Vancouver, B. C.

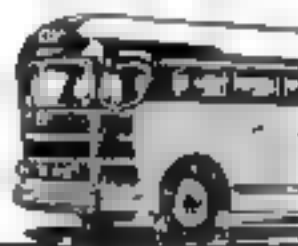
"On our vacation this summer, we traveled across the country by Greyhound bus—from Vancouver to Chicago, then to Miami, New Orleans, Los Angeles and back home!

"We chose Greyhound because we wanted to see as much scenery as we possibly could while in the States—and at the least cost. By Greyhound we saw more than we ever dreamed possible, and saved all along the way.

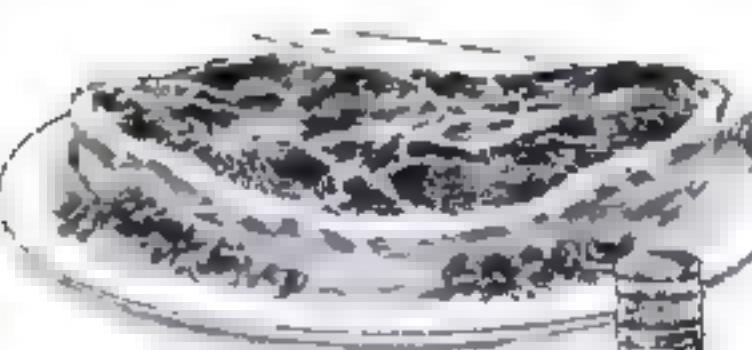
"Both of us agree we made a wise choice, for Greyhound gave us an economical and thrilling vacation trip."

## GREYHOUND

Free full-color booklet  
"Beauty Spots of America"  
Write Dept. L-10, Box  
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## LETTERS TO THE EDITORS

Sirs:

NO, NO, NO, NO, NO! In case you haven't heard, MacArthur is no longer in command of anything but a type-writer assembly line—plus the type-writer that wrote that cockeyed editorial, apparently.

R. J. VERNON JR.

Lynbrook, N. Y.

Sirs:

You cite General Clark's promise to bomb the Chinese Reds' bases across the Yalu if they start another major offensive in Korea, in support of your own suggestion that we try, by such bombing, to force a cease-fire. But no two moves could differ more.

General Clark's warning puts any responsibility for enlarging the war squarely on the Reds. Your suggestion would take that responsibility as clearly upon ourselves. Indeed, it would justify retaliation in kind upon our own bases in South Korea and perhaps in Japan.

VICTOR VICTOR

Hempstead, N. Y.

### PROBLEM CHILDREN

Sirs:

Much of this mumbo-jumbo about taking out your spite on inanimate scapegoats ("Clay Bombs Help Problem Children," LIFE, Sept. 15) harks back to the voodooism of the jungle. You made an image of your rival; you pierced its heart with a pin or you burned it, and the object of your fear and hate sickened and died. This was superior to the modern treatment for it not only released the pent-up poison of your hate but also rid you of your hated brother. It occurs to me to ask, instead of employing the catharsis of violence, would it not be wiser to try the religious therapy of kindness, sympathy, forgiveness and understanding?

JOSEPH KRIMSKY, M.D.


Huntington, W. Va.

Sirs:

This was a very helpful article. I painted pictures of the local income-tax collector, Uncle Joe Stalin and my boss on the side of the house and spent Friday afternoon happily pelting the three figures with globs of mud (clay not readily available). Whereupon my disturbed mind was completely relieved.

J. W. BLAINE

Liverpool, N. Y.

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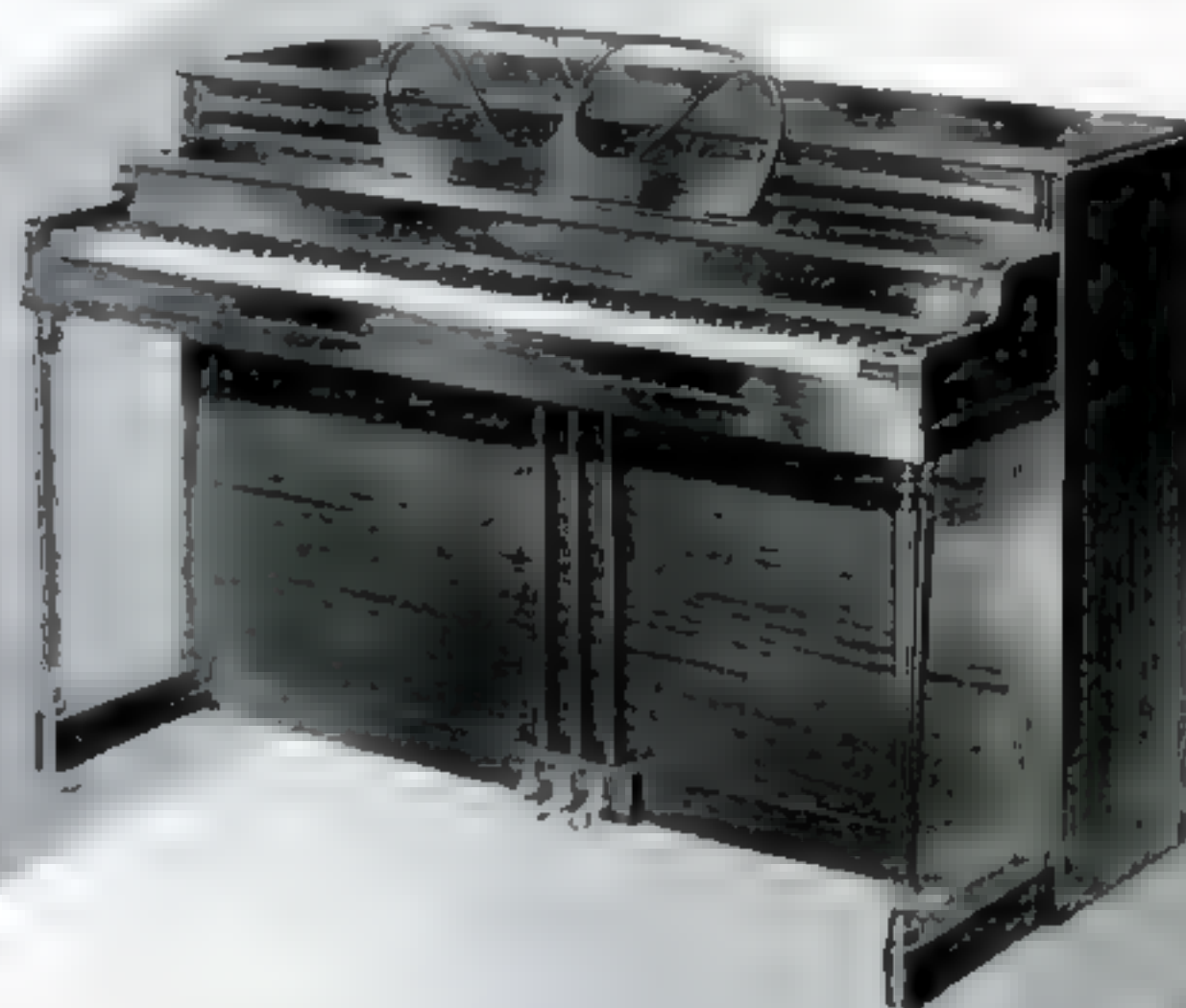
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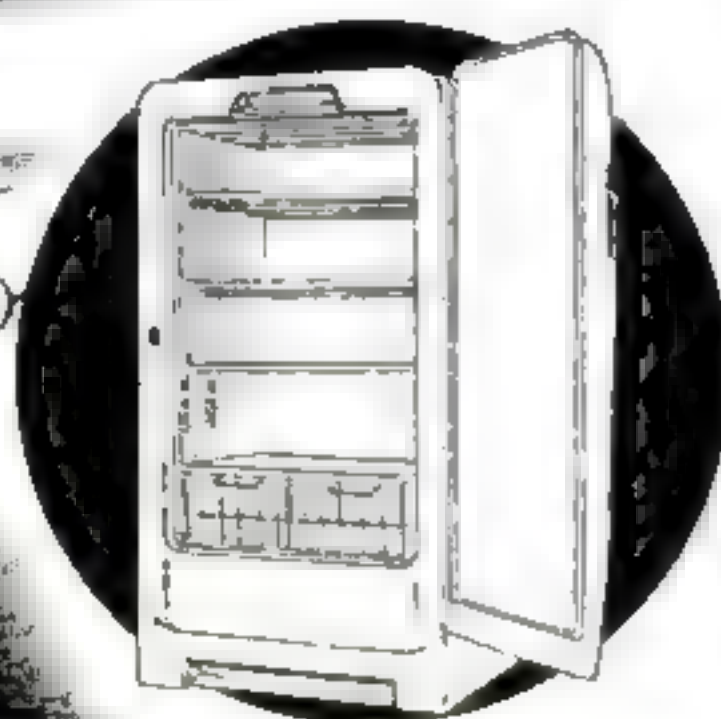
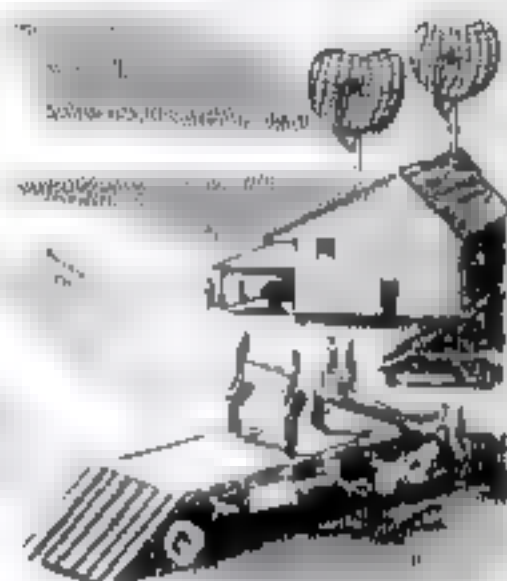
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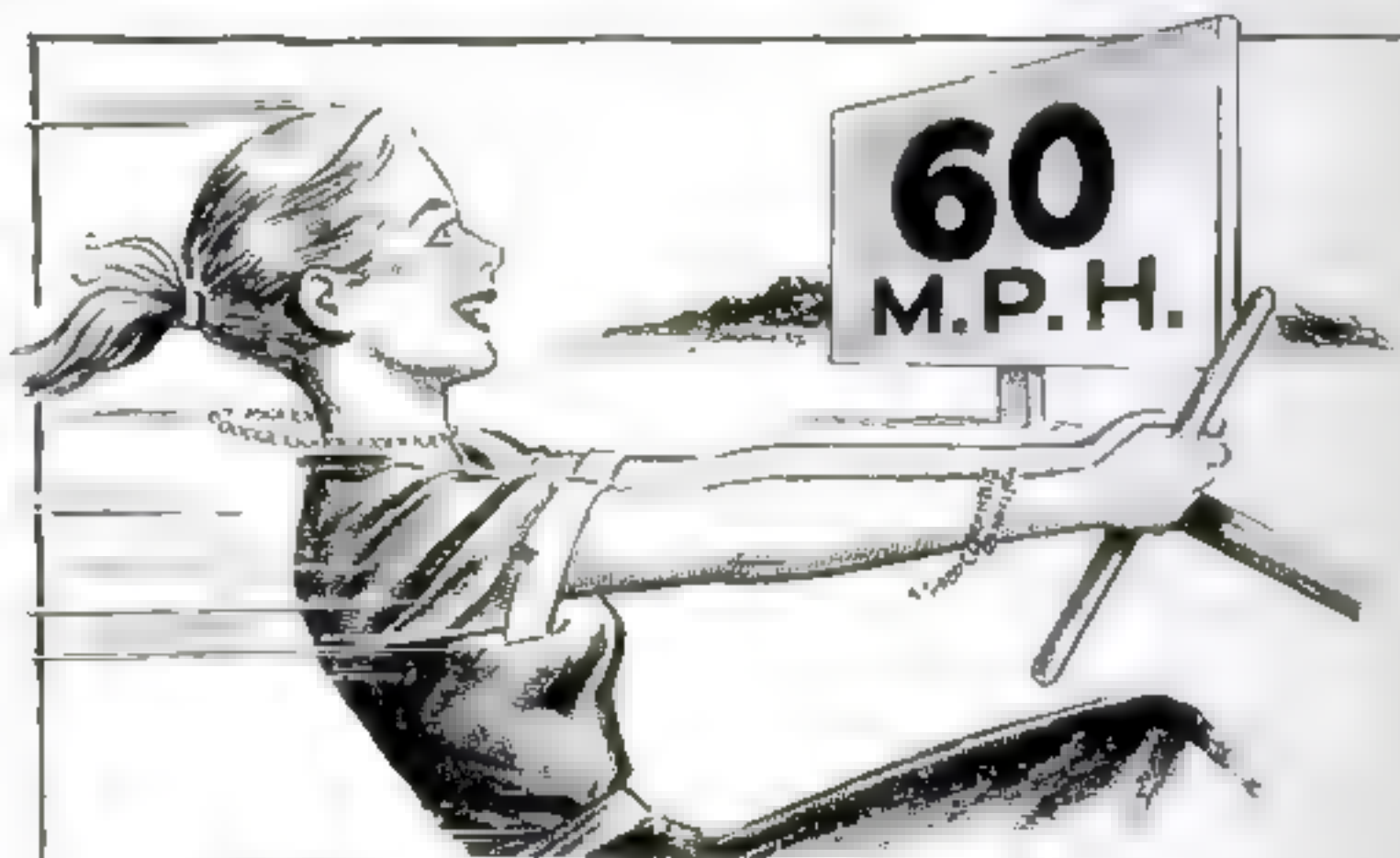
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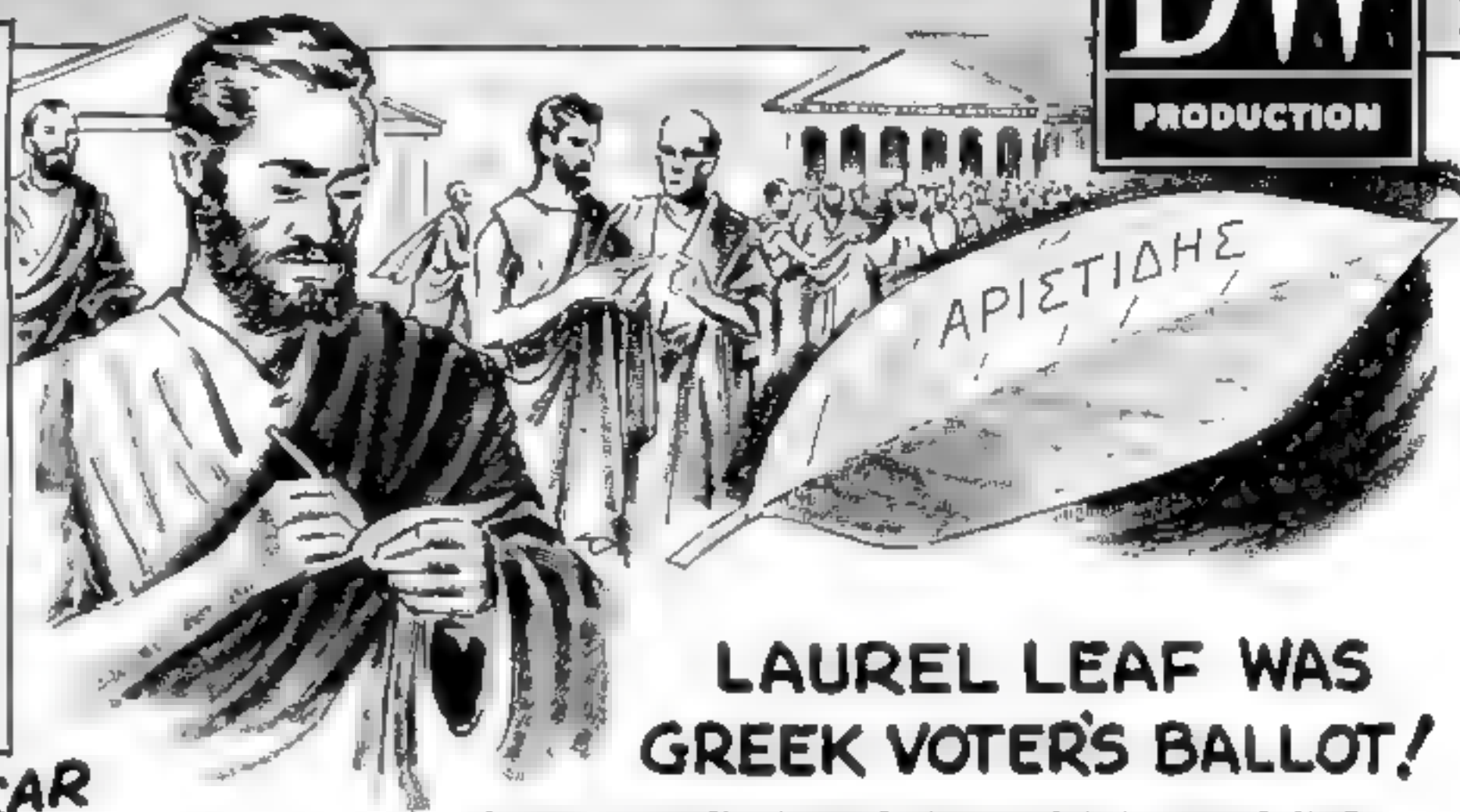
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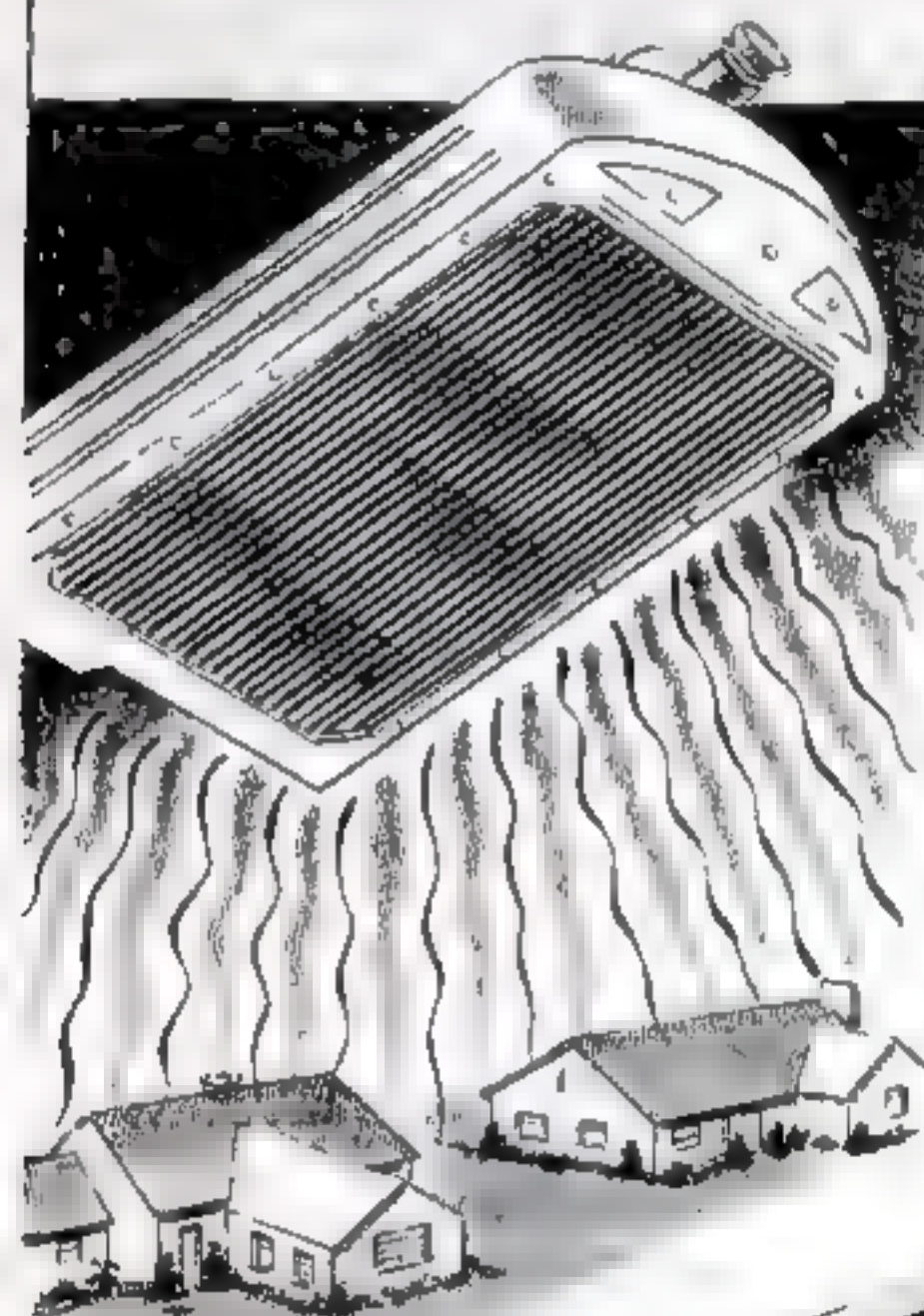


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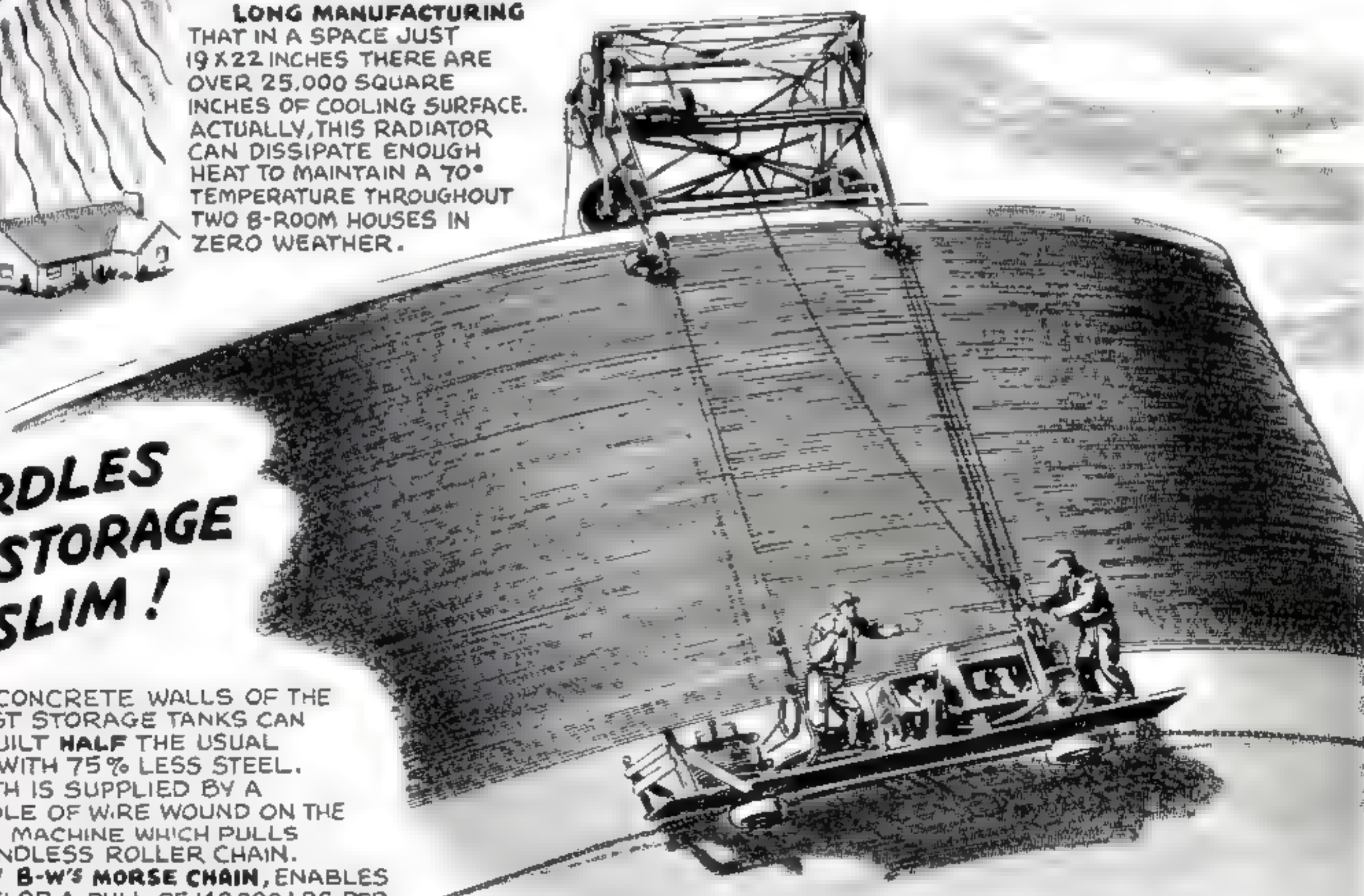
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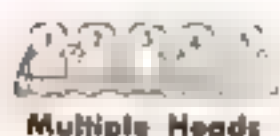
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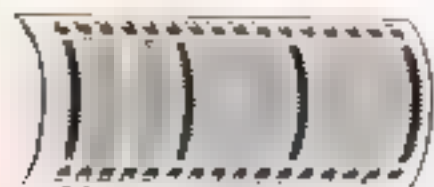
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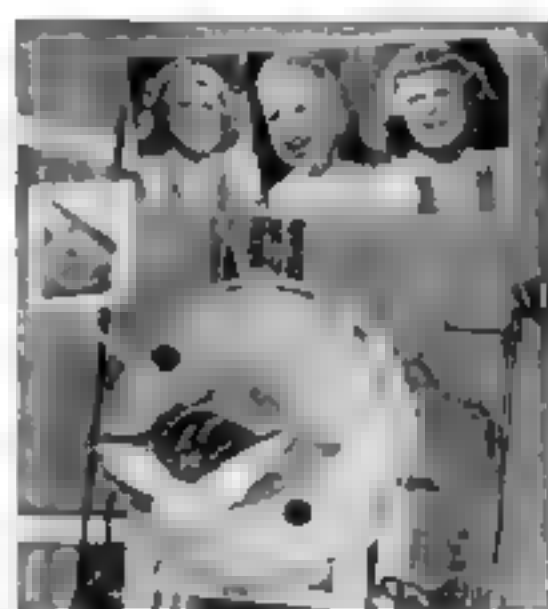
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THE BEAUTY OF A KITCHEN, THE ESTHETICS OF BONES, THE DEEP EMOTION OF A CANDIDATE AND RECOMPENSE TO A MOTHER

# CHARM TO SENSES PLUS GRACE AND FITNESS

We edit this magazine for cover-to-cover readers. Most of them begin each week with Letters or Speaking of Pictures and go right through to Life's Party. Occasionally, however, a member of our staff will spot a subway or bus rider meticulously working his way through the magazine—backward. This doesn't dismay us as much as you might think. There is even a certain logic to it. In assembling LIFE, the front (or news) section is prepared last. First we select stories in color, then our cover, then the long article or articles and the photographic essay, then shorter stories and finally the latest news.

Front to back or back to front, we feel that the reader needs variety of subject matter to encourage him to move on from one item to another. Each week we try to make sure that this variety will include what Webster, in defining "beauty," calls "charm to the senses." So several weeks ago we chose the beautiful, if somewhat static,

color pictures of modern American kitchens which appear on pages 89-94. Then last week, when it was clear the news itself would provide counterpoint in the form of stories which involve human emotions, we selected a photographic essay that exemplifies beauty of another kind—the esthetically rewarding clarity of the perfectly engineered bone complex (pp. 126-133).

Thanks to the case of Senator Nixon (pp. 25-31), we did not have to look far for a story that would grip the nation emotionally; it was there. Reporting on polio in America was more of a challenge. We thought the best way to tell it was not in terms of hospital wards full of victims, but rather in the way one neighborhood copes with an attack (pp. 36-37). Here is a merger of emotion with beauty of another kind, one which Webster describes as "grace and fitness." It is a form of beauty that is a good deal less common than "charm to the senses."

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MRS. PETER THIERIOT, SAN FRANCISCO OPERA PATRON (SEE PP. 152-154)

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17: JOE SCHERSCHER  
18: U.P. JOE SCHERSCHER, INT. WAYNE MILLER—JOE SCHERSCHER, A.P., EDWARD CLARK  
19: WAYNE MILLER (3), JOE SCHERSCHER—ROBERT W. KELLEY, JOE SCHERSCHER—JOE SCHERSCHER (3), INT.  
20: JOE SCHERSCHER, T. GEORGE SILK—JOE SCHERSCHER  
21: GEORGE SILK—GEORGE SKADDING, CEN. GEORGE SILK—JOE SCHERSCHER (2), EDWARD CLARK  
22: LY. MARK KAUFFMAN—FRANCIS MILLER, U.P. A.P., INT. JOE SCHERSCHER—EDWARD CLARK  
23: EDWARD CLARK  
24: E. J. DAVIS  
34, 35: DANIEL R. RUBIN—JAMES R. WALSH, BOB DEAR, DANIEL R. RUBIN  
36, 37: WALLACE KIRKLAND  
38: GEORGE SILK  
43: MAP BY ELMER SMITH, INT. OFFICIAL PHOTO, HEADQUARTERS ALLIED FORCES SOUTHERN EUROPE  
45: A.P. MANEY FOR FIGARO  
46: BROWN BROTHERS GEORGE SILK—U.P.  
51: H. T. WEBSTER © N.Y. HERALD TRIBUNE, INC.—DRAWING BY JAMES MONTGOMERY FLAGG  
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61: ERIC SCHALL  
64: EULVER  
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76: GEORGE BERNARD SHAW FROM "BERNARD SHAW THROUGH THE CAMERA" © 1948 E. & H. WHITE PUBLICATIONS LTD. LONDON  
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86: ARNOLD HEWMAN—FLOOR PLAN BY HELEN SCHWABO  
89: ELLIOT EL SOFON  
91, 92: ARNOLD HEWMAN—FLOOR PLAN BY WESTINGHOUSE ELECTRIC CORP., BETTER HOMES DEPARTMENT  
93, 94: FRED LYON FROM RAPHO-GUILLOMETTE EXC. CEN. FLOOR PLAN BY JON KONIGSHOFER  
96: ARNOLD HEWMAN—FLOOR PLAN BY WESTINGHOUSE ELECTRIC CORP., BETTER HOMES DEPARTMENT  
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113: ERIC SCHALL  
115: DRAWING BY MATT GREENE  
117: INT.  
118: INT. A.P. HY PESKIN  
123: INT. HY PESKIN, HY PESKIN  
130 THROUGH 146: ROBERT W. KELLEY  
147: ALFRED EISENSTADT, DORIAN LEIGH LTD. FROM B.S. 20TH CENTURY-FOX 20TH CENTURY-FOX—20TH CENTURY-FOX  
149: 20TH CENTURY-FOX  
150: 20TH CENTURY-FOX EXC. T. A.P.  
152: JOHN ENGSTEAD—WAYNE MILLER  
153: JOHN ENGSTEAD—WAYNE MILLER  
154: JOHN ENGSTEAD  
157: 158: WAYNE MILLER  
160: JOHN SHOWERS

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## The man with the helping hand

You start out to drive twenty miles . . . or two thousand . . . without a worry in the world. For you know that no matter where you drive, you'll seldom be beyond the reach of the man with the helping hand.

You drive with confidence, secure in the knowledge that his care and skill have made trouble unlikely . . . and that he'll be on hand to help if it should arise.

You are tired and dusty from long hours of driving, and he opens the door to rest and refreshment.

You enter strange towns and seek out unfamiliar places to eat and shop and sleep with assurance. For the man with the help-

ing hand has told you of those that meet your needs—and match your pocketbook.

Should you wander from the road and go astray, he is there, ready to point out the direction you should take.

He is your friend, your guide, your counselor. All these services he gives you with a smile . . . and without payment. For he considers them an essential part of his job.

He is the man who makes motoring a pleasure. He is the man who operates your gasoline service station.

*This tribute to the men who serve you in more than 200,000 service stations throughout the country is published by Ethyl Corporation—manufacturers of "Ethyl" antiknock compound.*







AFTER HIS REUNION WITH IKE (AT WHEELING), CANDIDATE NIXON, ARM AROUND SENATOR WILLIAM KNOWLAND, BREAKS DOWN AS THE CROWD CHEERS

## NIXON FIGHTS, WINS AND WEEPS

"And strong men wept" is a strictly cornball phrase in these cynical days. Yet at Wheeling, W. Va. one night last week one U.S. senator put his head on the shoulder of another and wept unashamedly before 6,000 people—and few thought it strange. This extraordinary moment was the extraordinary climax of a national outpouring of emotion which was without parallel in American politics. Only a few minutes before, the Republican vice presidential candidate, Richard Nixon, had heard his public vindication pronounced by Dwight D. Eisenhower in these words, "Not only has he vindicated himself but I feel that he has acted as a man of courage and honor, and so far as I am concerned he stands higher than ever. . . ."

Three days before, the very name of Nixon had seemed likely to become the greatest liability to the Republican campaign. The senator was accused before the bar of political opinion of having violated ethics, if not the law, in accepting contributions from an \$18,235 fund raised by his friends (*LIFE*, Sept. 29). There were a number of ways in which Nixon could have cleared his name. The course he chose was so improbable that even Hollywood might have hesitated to accept such a script. He elected to tell his story and plead his case directly to the greatest jury ever assembled—more than 30 million TV viewers and a vast radio audience.

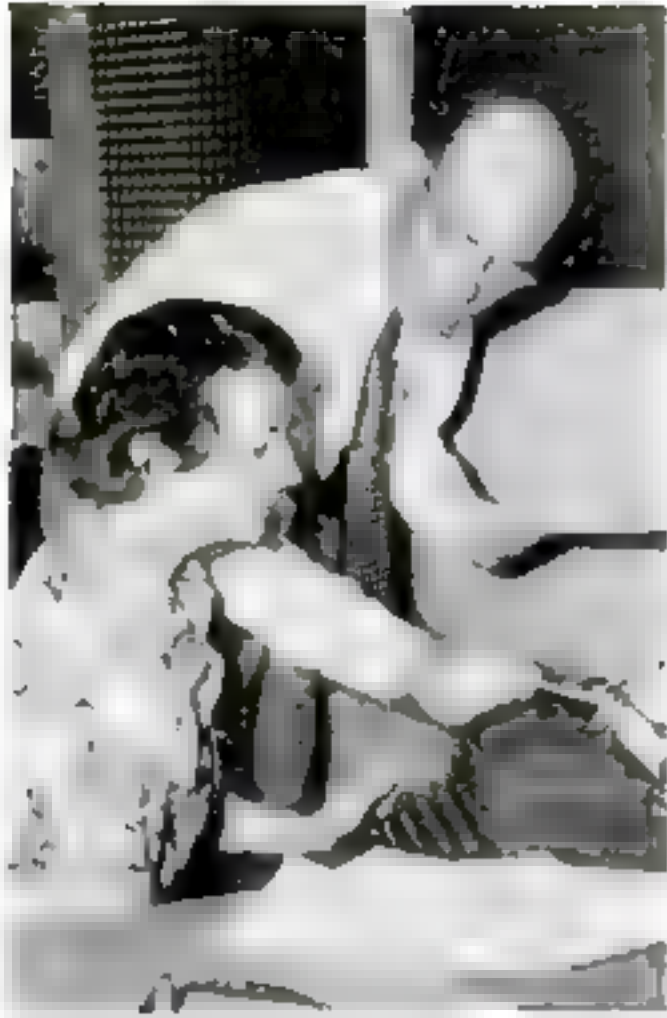
Before the cameras Nixon exposed his life story with a strange mixture of pathos and

candor. When he asked his listeners to render their verdict by telegraph directly to the Republican National Committee, the response jammed the Western Union network for 18 hours. All of this gave the G.O.P. campaign an impetus it never had before, reuniting all dissenting elements against the common political enemy and arousing its rank and file to new enthusiasm.

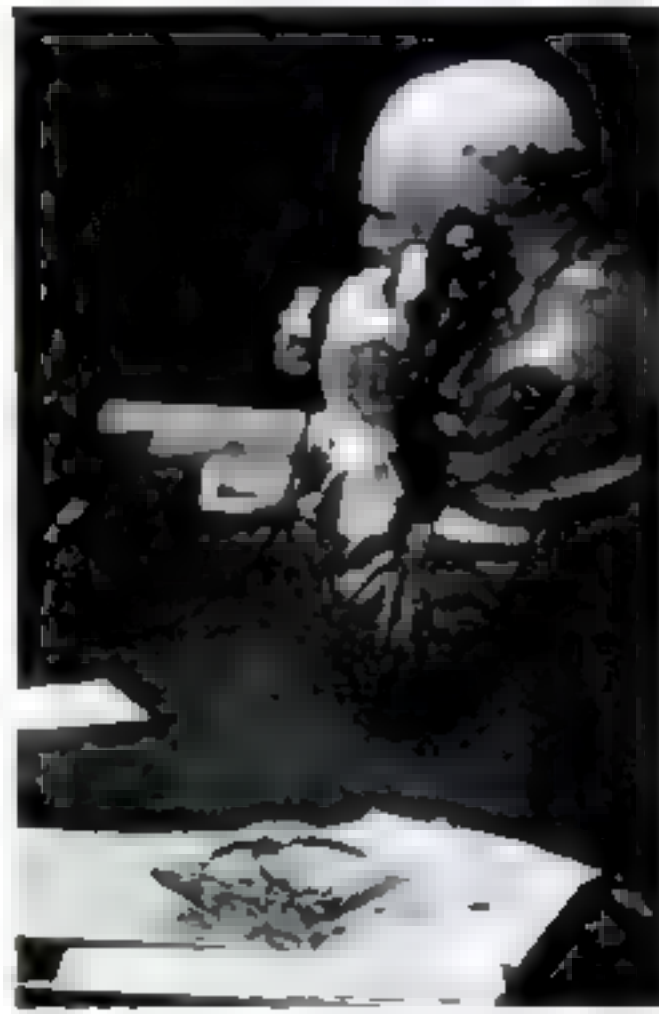
Until election day Richard Nixon's story would remain a matter of partisan controversy and his ultimate vindication would await the poll itself. Nixon himself had not only emerged from a shadow. He had established himself as a new force in the party with a prestige seldom enjoyed by a vice presidential candidate—and all in a few crowded days (*next page*).



# CAMPAIGNING HALF A CONTINENT APART, THE TROUBLED



**AFTER NEWS BROKE** Pasadena lawyer Dana Smith, trustee of \$18,235 fund, dictated to a secretary the list of 76 contributors, released it.



**IN JEFFERSON CITY** Ike made a fast phone call to old colleague General Lucius Clay as train stopped. Advisers on train were panic-stricken.



**ON THE RUN** Eisenhower rushed back to train after phoning. There was talk of replacing Nixon. Some G.O.P. newspapers had demanded he resign.



**IN PORTLAND, ORE.** Nixon was encouraged by some 500 supporting telegrams, said, "It's nice to know your friends are behind you."



**SERIOUSNESS OF SITUATION** was reflected in the faces of two top Eisenhower advisers, Senator Fred Seaton of Nebraska (left) and Governor Sherman Adams of New Hampshire, photographed in conversation through the window of the campaign train as it paused at Henderson, Ky. for a whistle-stop speech.



**TRIUMPHAL ENTRY** is made in Cincinnati by exuberant Eisenhower flanked by Taft, whose support effectively rallied an important part of the party to the ticket. About 100,000 thronged the streets to watch the old-fashioned torchlight parade that escorted Eisenhower to Cincinnati's Music Hall for an address.



**WORN OUT** by his ordeal, Nixon tried to nap in the plane that carried him from Portland to Los Angeles to make the speech that would save or lose his political life. At his side sits a security guard.



**A HEART-WARMING OVATION** greeted Nixon when they reached Los Angeles airport. He was greeted by some of California's major G.O.P. figures and 400 lesser people who waved encouraging

signs. In a short speech he promised them, "We won't let you down." By now Republican spirits were beginning to rise a little, rallied by Nixon's announcement he would face down his accusers.



# CANDIDATES MAKE THE MOVES THAT LEAD TO A DECISION



**NIXON MEN** debate whether Nixon should halt campaign, go to Ike. Committeeman Jess Gard (left) confers with Nixon manager Chotiner.



**WORRIED NIXON** listens to introduction at Jewish club in Portland. He had just been told he must reply to charge he is anti-Semitic.



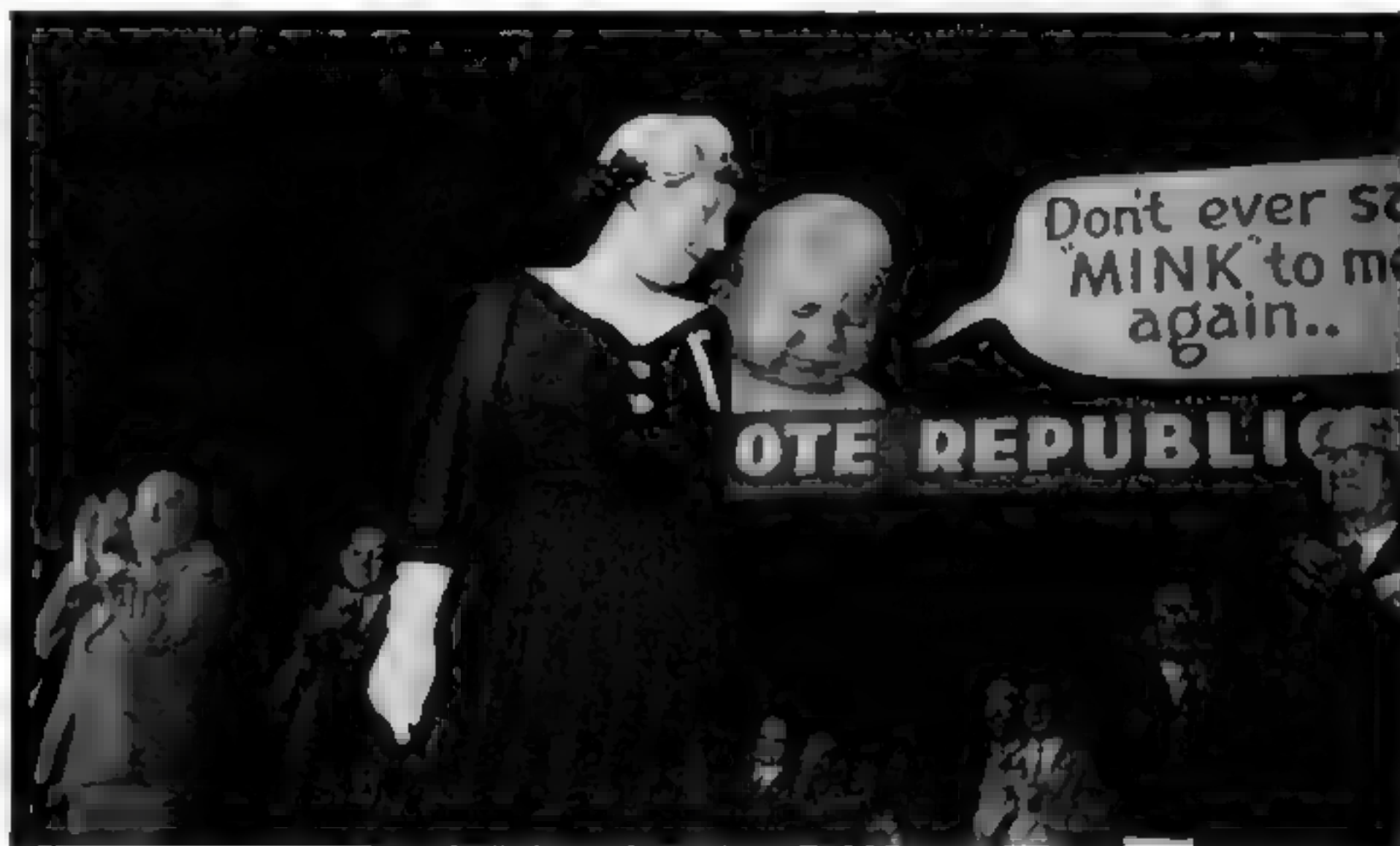
**IN PRESSROOM** at Portland, Nixon appears late at night to report he will make a nationwide broadcast. He had just talked to Ike on the phone.



**EXPLANATION** of why he did not call Nixon sooner is given press by Ike en route to Cincinnati: "I do not want to nag . . . [or] prejudice him."



**LAST MINUTE EDITING** of speech occupies a tense Ike and Ed Taft, an aide, at Music Hall. Concerned chiefly with foreign policy, speech was one of his best, opened with flattering references to Taft.



**WAITING FOR IKE**, Mamie Eisenhower was confronted on the Music Hall platform with a big sign gibing the Democratic administration's fur coat scandals with "Don't ever say MINK to me again."

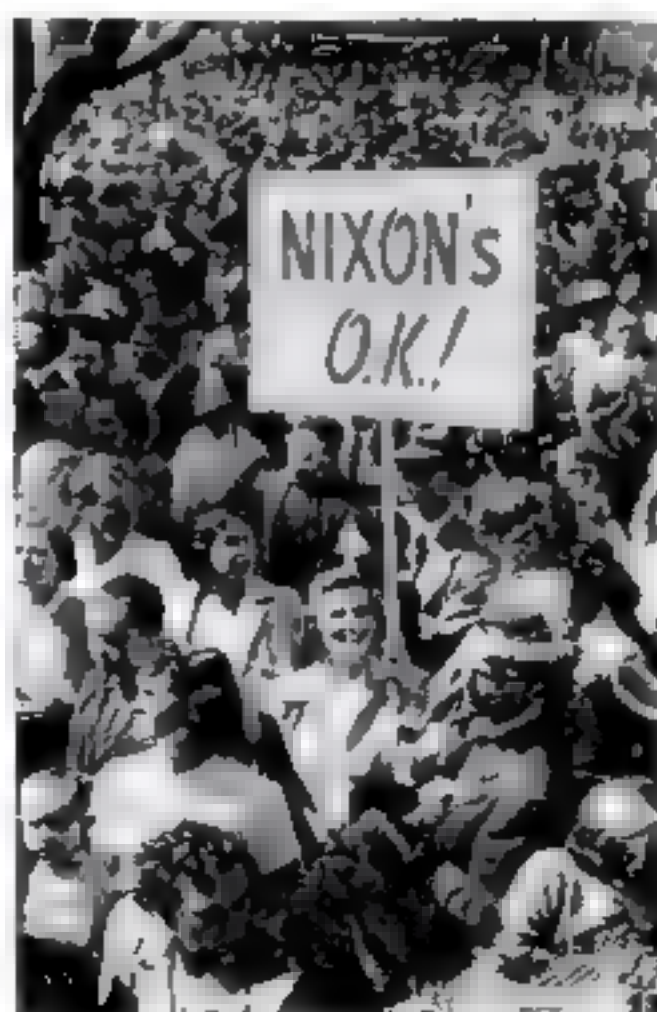
At this point her husband was off stage being made up for television. During his speech Eisenhower blamed Democratic incompetence for the Korean war, the Berlin blockade and the loss of China.



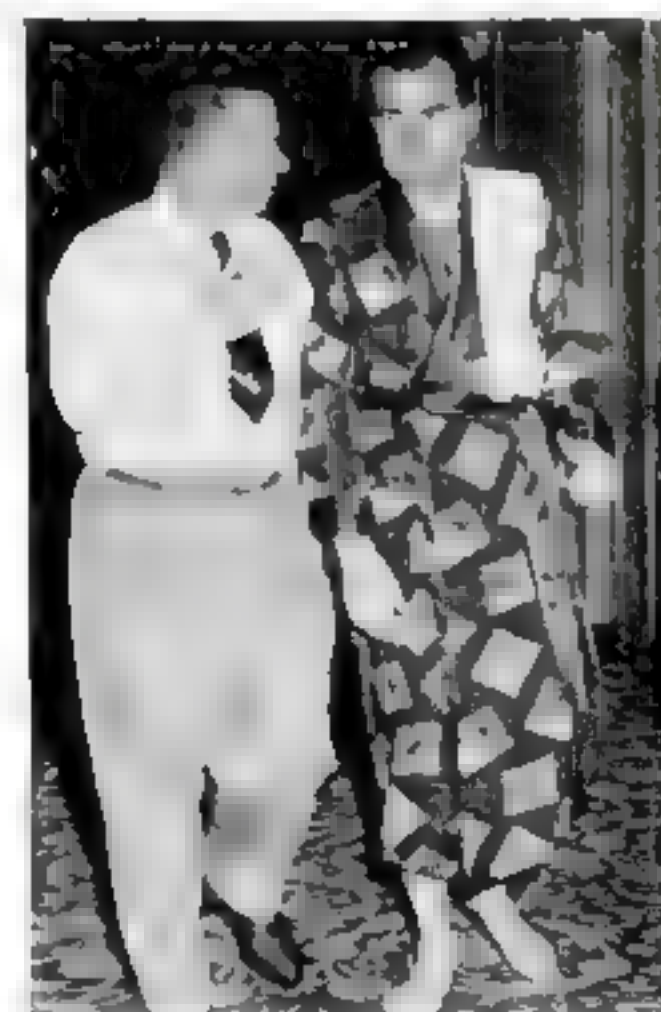
**IN OHIO** friendly signs greeted Eisenhower at Columbus. He paid tribute to Ohio State University football team, always surefire in Columbus.



**WHILE IKE SPOKE** in Columbus, Taft read a magazine article on the Nixons and spoke occasionally to fellow Senator John Bricker (right).



**PRO-NIXON SIGN** also welcomed Ike at Columbus appearance during which, in a talk from capitol steps, he attacked corruption in Washington.



**AFTER WORK** on his speech, Nixon walks with friend through Ambassador for relaxing swim in hotel pool before TV appearance (next page).





**IN PIN-DROP SILENCE** the audience in the Cleveland auditorium listened to the radio broadcast of Nixon's speech. Later, as they waited for

Eisenhower to appear, Congressman George Bender asked if they wanted Nixon kept on the ticket. He was answered with a deafening chorus of ayes.



### *The Hiss Case*

A Lesson for the American People

Speech of  
**Hon. Richard M. Nixon**  
of California

House of Representatives  
Thursday, January 26, 1950

Not printed  
at Government  
expense

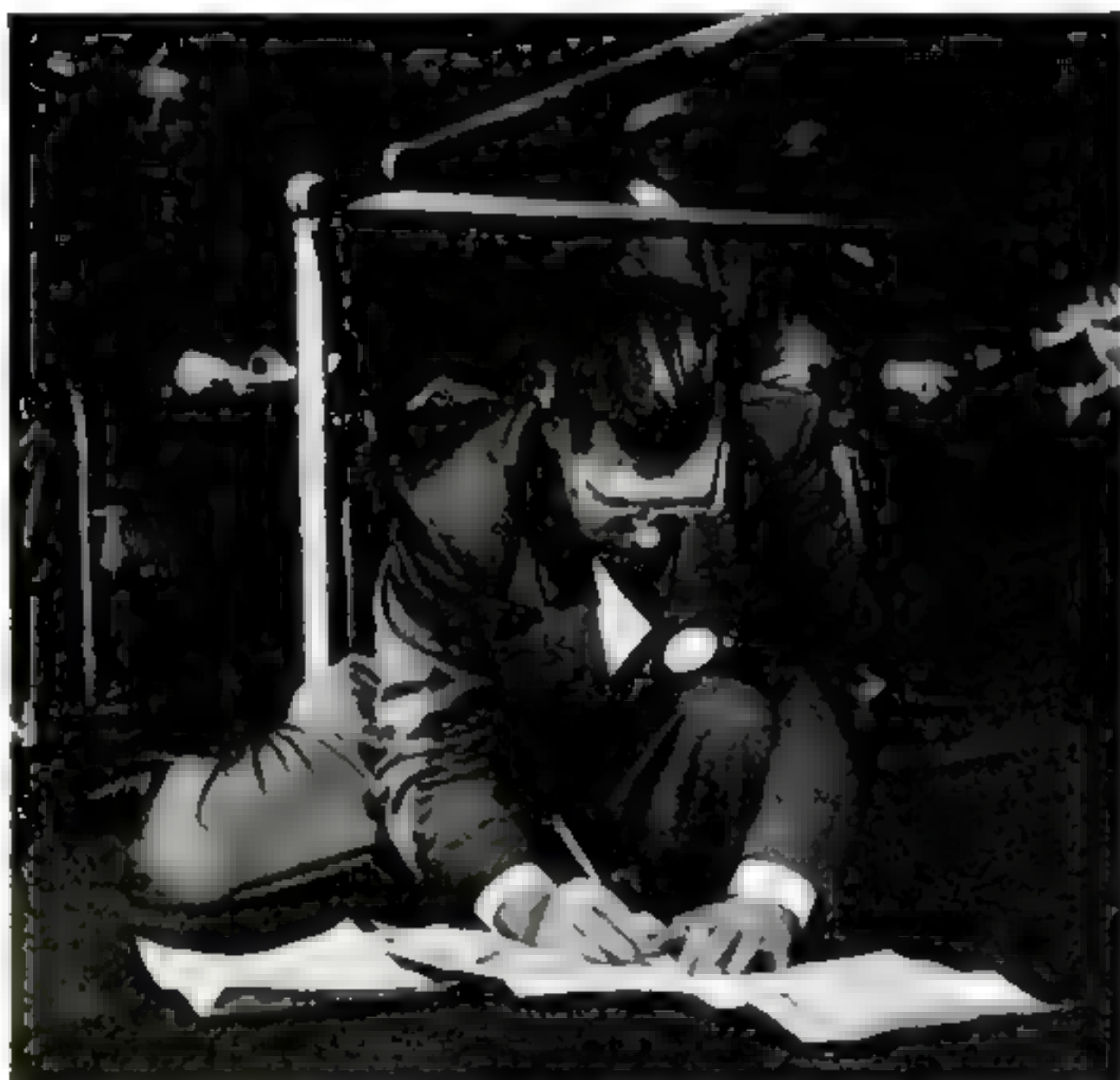
U. S. GOVERNMENT PRINTING OFFICE: 1950

NO.

**SOME MONEY** he got from fund went to expose Communism in Administration, said Nixon (*top*). He printed this speech at no government expense.

## HE KNEW WHAT HE WANTED TO SAY, THEY LIKED THE WAY HE SAID IT

All the television lens saw was an earnest young man, the opening words revealed a deep hurt and troubled heart. "I come before you," said Richard Nixon, "... as a man whose honesty and integrity have been questioned." The intensely personal appeal that followed was Nixon's own idea—and he told no one what he was going to say. His plea for sympathy and vindication was couched in intimate domestic details—his wife's wardrobe ("a respectable Republican cloth coat"), his mortgages, and



**PREPARING TELEGRAM** Ike was to send Nixon, Press Secretary James Hagerly scribbles on floor of auditorium. Ike explained what he wanted to say, added, "Rewrite it and make it sound better. Hand it to me on the platform."



**HANDING IT UP,** Hagerly puts telegram before Ike as the general comes to end of his speech. Ike read the first words—"Your presentation was magnificent." The response from the jammed, now pro-Nixon, auditorium was deafening.





**\$20,000 MORTGAGE**, said Nixon as Pat sat by, enabled him to buy \$41,000 house in Capital. He also listed among assets his 1950 Oldsmobile sedan



**\$10,000 MORTGAGE** is still outstanding on this \$13,000 house in Whittier, Calif. now occupied by his father (above) to whom Nixon owes \$3,500.



**GIFT PUP**, Checkers (above with Nixon daughters), was a contribution from a Texan. Said Nixon, "Regardless of what they say we're gonna keep it."

even the dog that had been a gift to his children. Long before he finished, Nixon had thrown himself on the emotional mercy of the nation. The cynical called it straight soap opera—and so it was, in that it was the story of a man deep in trouble making one great effort to clear his honor.

No group listening were more aware of this tremendous drama than the 15,000 people in Cleveland's Public Hall. Upstairs watching him was the one man who more than any other would decide his fate. Ike and

Mamie sat together and at the end there were tears in Mamie's eyes. "I don't think you could help but have a lump in your throat," she said. Ike threw away a prepared speech and with his first words drew an approving roar. "Tonight," he said, "I have seen an example of courage." He did not then give Nixon his final vindication but he invited him to meet with him face to face. The next day in a crowded telephone booth final arrangements were made for the reunion of the candidates.



**IN PHONE CONFERENCE** from Portsmouth, Ohio, stop following Cleveland, Ike talked to G.O.P. Chairman Summerfield about meeting with Nixon.



**CROWDING IN** the booth with Ike, Governor Sherman Adams helped persuade Summerfield that Nixon should meet with the general immediately.



**BOUND FOR WHEELING**, Nixon got flowers and key to the city at Missoula, Mont., where he insisted on keeping engagement before the meeting.





WEEK BEGINS WITH A. F. OF L. BACKING



HE AUTOGRAPHS EMBLEM—IN INDIANA



NEWSMEN GET IMPROMPTU INTERVIEW



HE GAVE MOST



HE GOT MOST

### STEVENSON'S TROUBLES

At the beginning of the week Adlai Stevenson seemed to be sitting pretty. Judicially, he reserved judgment but said that Nixon should make a full accounting of his fund. But soon the Republicans were calling on him to account for special funds by which, as governor, he had given bonuses to Illinois state employees. At first Stevenson refused, but as the heat increased daily he changed his mind and revealed that he had dispensed more than \$18,000 to eight aides. Biggest donor: Marshall Field Jr., \$7,100; biggest beneficiary: William Flanagan, his press aide, \$7,900.



TOGETHER AT LAST, Ike and Dick emerge from Nixon's plane at Wheeling's airport. Ike waited at airport 45 minutes for colleague's plane, which was late.

## EMOTIONAL MEETING BRINGS HAPPY ENDING

The public's verdict was rendered long before Ike and Nixon met in Nixon's plane at the Wheeling airport. Nixon himself knew it soon after the telecast. Before the speech on the way to Los Angeles he had been silent, morose and distant with the correspondents who traveled with him. The next day as he flew up to Missoula, Mont. to resume his campaign he was smiling, confident and affable in a manner which bespoke a new-found confidence.

If he had any doubts about Ike's verdict these were resolved by the impatience and warmth with which the general greeted him.

Before Nixon could debark, Eisenhower was up the steps and grasping him by the arm. His junior colleague tried to thank him for coming to meet him. Ike cut him short with the words, "You're my boy." Their final understanding was reached in the long 12-mile drive to a football stadium. There 6,000 people had been waiting to see them together and hear Ike finally vindicate Nixon. The next day as Nixon resumed his campaign in Utah, Colorado, Texas and Oklahoma, the happy ending was beyond all doubt. At each windsock stop he was cheered with the fervor accorded a conquering hero.



TRIUMPHAL AFTERMATH of Nixon's vindication came in Salt Lake City. In his first speech after

meeting Ike he was cheered to the echo—the kind of welcome that awaited him everywhere on his return.





IN THE CHILLY NIGHT, MAMIE SHARES HER FUR  
WITH CLOTH-COATED PAT NIXON AS THE WIVES  
MISTILY WATCH THEIR HUSBANDS AT WHEELING



# IKE'S COMMAND DECISION

## LIKE HIS WHOLE CAMPAIGN, HANDLING OF NIXON WAS MUCH MORE THAN JUST LUCKY

An important residue of the Nixon episode is the light it throws on Eisenhower. When the case broke, he faced one of the worst dilemmas that ever hit a candidate in the middle of a campaign. Each horn was sharper than the other and there seemed no way to handle it without a big net loss for the Republican side. As one correspondent wired from the distraught Eisenhower train, "If he solves this problem correctly, he will have qualified himself as a man to lead the U.S. in these times."

Did Ike do that? Not everybody thinks so even now. Most of his professional advisers thought he should have pooh-poohed the "millionaires' club" and closed ranks with Nixon at once. Many amateur idealists, on the other hand, were enthusiastically for dumping Nixon on Caesar's-wife grounds. Meanwhile cynical liberals proclaimed that Ike's hesitations were deliberate staging for another "surrender" to the Old Guard. One queer result of the confusion: Columnists Walter Lippmann, Westbrook Pegler and Max Lerner were in unprecedented agreement that Ike mishandled the Nixon affair.

Judged as pure drama, there were indeed imperfections in the story line. In Cleveland, immediately after Nixon's broadcast, Ike could have rung down a smash curtain with a complete endorsement of Nixon before 15,000 wildly cheering Republicans who wanted him to do just that. Instead he held off until he could have a good "face-to-face" talk with the man on the pan. This was to have taken place next day at the Wheeling airport but, when Nixon arrived, Ike again changed the script. During the day he had read more documents on the case, let the pro-Nixon wires pile up, and practically tipped his mitt. By letting the suspense run out of his final decision on Nixon, he left the audience in doubt as to whose decision it really was, and whether he or Nixon or maybe Western Union was the real protagonist.

But politics is not play acting. It is for keeps, and its test is success. With the press and his advisers screaming for action, Ike had kept the Nixon case under study for six days. This was a necessary part of the command decision which he and he alone could make.

A command decision is not a tableau of sword, shout and wheeling horse. It involves the accumulation of as much data and advice as the decision maker can get. It involves the calculation both of the immediate consequences and of where things will be on D plus 5, D plus 20, and so on, all the way to the objective.

Ike's objective is to win the election. With Nov. 4 scarcely five weeks away, he was surprised from behind by an ethical question that had no exact precedent in our politics. The question of how poor-but-honest senators should pay their bills has never been put to the voters before.

Had he dumped Nixon, Ike would have reopened wounds in the Republican party which he had just managed to heal. Had he promptly okayed Nixon (as Taft did), he might have lost his corruption issue—or even the election—by offending a public ethical nerve whose exact measure has never been taken. Ike trusted Nixon and assumed his innocence, but he could not risk his whole party's future on that trust until his fully informed judgment coincided with it. Hence his decision not to decide too soon.

The broadcast was Nixon's idea with Ike's full approval. By then there were only two questions to be decided: 1) was Nixon holding anything back? and 2) if he wasn't, was there

any further ethical issue to be considered? Nixon's self-exposure removed all reasonable doubts on the first score. And the ensuing 175,000 telegrams supported Ike's own feelings about the ethical problem: namely, if neither Nixon nor his financial supporters had personally benefited from the fund, there was none.

What bothers the pundits, of course, is the fact that an impropriety remains: senators should not have to raise political funds of that kind in that way. To change that will require reform legislation, such as larger salaries for all congressmen. But ethics is a standard of personal behavior, and on that score Dick Nixon left nothing to be desired.

No decision maker could have foreseen how completely Nixon would turn the tables on his foes. He might have flopped, or aroused that special skepticism which Americans reserve for the finances of their politicians. Instead he drew tears from women (including Mamie Eisenhower) and spoke to the hearts of all the mortgagors in the country, which includes a lot of people. For the first time in at least a generation, the Republican party looked like the party of the common man and the debtor class. It hit a new political jackpot.

Ike's command decision was therefore a very lucky one, like many others in his long career. But a "lucky" general is a good kind to have, for a reputation for luck was never won by luck alone. Decisions that invite repeated luck are sound decisions to begin with, based on a careful scrutiny of the facts and probabilities and also, in Ike's case at least, on a ceaseless concern for "what is right."

Thus Ike deserves the credit due to any top commander for the happy outcome of the Nixon affair. And while judging his handling of this battle, we might also glance at his overall conduct of the campaign to date.

Ike's first problem was to unify and vitalize the Republican party. To do that he had to develop a concept of that party, which he spelled out to his Wheeling audience last week. It was a concept broad and vital enough to get the vast majority of Taft followers to work enthusiastically for Ike. The crowds around his train in Ohio testify to that.

While thus consolidating the party, Ike has also made an attack which may or may not be a feint. This is his invasion of the South, where the crowds have even outnumbered and outshouted those of the Middle West. On these trips he has invested heavily in a single issue (corruption and "the mess") and made it stick. All this is gain.

Meanwhile he has neglected his left flank and has inevitably lost a number of liberal or "egg head" votes. During the next few weeks, he may try to recapture some of those votes. But his greatest potential gains are to be made among people who are not so easily classified. They can be reached, not as liberals or Easterners or Southerners or farmers, but through an issue: the overriding national issue of war and peace.

On this issue, Ike has an enormous potential advantage over his opponent which he has only begun to exploit. The issue is all-important, "high-level" and tricky. Ike must clarify the difference between his approach to it and the Truman-Acheson-Stevenson approach. He must add to the preference for his leadership which people are already disposed to feel. If Ike succeeds in that, it is hard to see how he can lose.

This will require some more Ike-type command decisions, combining moral principle with inspired common sense. In the next four years America, too, will need a great many decisions like that.





## PICTURE OF THE WEEK

### A FISHERMAN'S NET HOLDS A BOY'S LIFE

Never had a Columbia River salmon fisherman made a catch as miraculous as the one Archie Bushman, a Umatilla Indian, scooped into his net (left) below Celilo Falls. Danny Sampson, 8, a Yakima Indian, had stumbled into swift water 70 feet upstream from the falls. Swept instantly over the 15 foot drop, he disappeared in foaming rapids. Aroused by onlookers' shouts but unable to see the boy, Bushman blindly jibbed his net into the whorl. Seconds later, Danny, who held his breath through the descent, was swept into the net and hauled out, scared, soaked, scratched but alive.





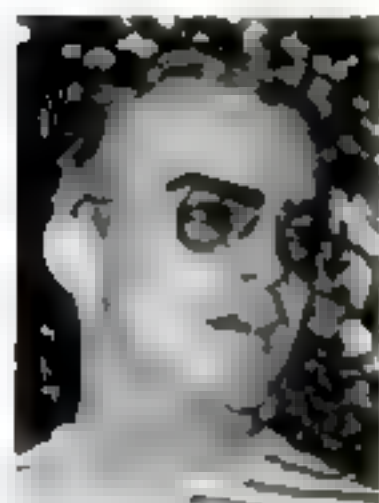
**THE ACCIDENT** occurred as Wacker (Number 8) passed Fitch (Number 51) while both cars approached the turn from Franklin Street. Watkins Glen's main

street into Old Corning Road (foreground). Clutter around pole shows where car raked the crowd. Hagman (left) raises his yellow "warning" flag to halt race.

## A QUICK FLICK OF THE FENDER

### Racer brings disaster to crowd

Each year Watkins Glen, N.Y. (pop. 3,052) holds the 99-mile Grand Prix race for highly tuned sports cars. With its streets and surrounding highways cleared of traffic, hay-bale barricades set up at critical turns, and souvenir stores freshly stocked, Watkins Glen welcomes the influx of racers and race fans that adds comfortably to its income as a resort. Last fortnight 100,000 visitors were on hand for the Grand Prix's fifth running.



**DRIVER WACKER**

The gaudy and finely tuned cars, mostly foreign, had completed the first of 15 laps (a lap is a 6.6 mile loop through town and country) when Fred G. Wacker Jr., moving up from third place, tried to pass John Fitch in second. This was on a straightaway along the main street, where hay bales had seemed unnecessary. As Fitch veered left to negotiate an approaching 90° turn, Wacker, overhauling, had to choose between collision and swerving even farther left, closer to the crowd. He swerved—and his Cadillac-engined Allard flicked its red flank against the shoulder-to-shoulder throng like an 85 mph whiplash. That split-second impact crushed a child to death, injured 12 other spectators. Wacker first knew what had happened when he was flagged down minutes later by cancellation of the race. The town's mayor considered holding a referendum on whether racing should end at Watkins Glen.







**COPS RUSH IN** a second later. The dead boy, Frank Fazzari, 7 (whose brother and father, also hurt, appear in picture below), lies near crate in foreground.



**HELPING HANDS** of the other spectators, who were luckily spared, are extended to the injured, lying in a litter of sandwiches, pop bottles and camp stools.



← **THE CONFUSED SCENE** of the accident looked like this as victims lay around, just beginning to realize what had happened. Mrs. Edna Repoza of Corning (left, in light dress) stares mutely at her bleeding husband, Emanuel, 39, whose cap she holds. James Fazzari (checked shirt) lies next to his father, Mike, who with eyes closed leans, half-conscious, against William G. Pray, 38, of Rochester. In left foreground is Jack Tallarida, 14, of Elkland, Pa. All of these people except Mrs. Repoza had one or both legs broken. At right Mrs. Ethel McAnn of Rochester sits staring at her fractured ankle. Dead Fazzari boy lies out of picture at lower left.



**SHOCKED WACKER** is taken to police barracks for a statement. No charge was made against him.



# FRIENDS PITCH IN WHEN POLIO HITS

## They take a victim's children

As the National Foundation for Infantile Paralysis looked back, 1952 already stood out as the worst polio year in history. By Sept. 20, 35,610 cases had been reported. But 1952 was different, too: in recent years, a higher proportion of victims have been adults. By last week hundreds of families like the Bill Ryans of Dundee, Ill., were struggling with makeshift solutions to the problems thus presented.

Last year the Ryans were very worried about polio and took special precautions against it. This year there seemed less need for concern. By August, Dundee had only reported half as many cases as in 1951. Then on Aug. 10 Mrs. Jean Ryan complained of a headache, a cold and aching muscles. Two days later she went to the hospital, where her condition was diagnosed as a combination of spinal and bulbar polio. Since that day she has lain in an iron lung, almost completely paralyzed.

Bill Ryan, busy with his thriving cheese store, needed help with the children, and friends and relatives quickly offered to take them into their own homes. The two girls, 5-year-old Gayl and 4-year-old Rae, went to Jean Ryan's brother, Vern Lathrop, and his wife, Billy, 2, is with the Torkel Korlings. Other neighbors help out occasionally. The children's natural good spirits make them good company, says Mrs. Korling, "I'll bet this is the first time an Irishman took over a household of Swedes." But all three children get terribly homesick when Bill visits them. For Bill himself it has meant a return to bachelor existence. The bills are no worry, being paid by Blue Cross and the Polio Foundation. But the empty house is awfully lonely these days. And the doctors frankly do not know whether Jean Ryan will be in the iron lung for two more weeks, a year or for the rest of her life.



**CHILDREN'S PICTURES** gladden Jean Ryan as she lies in iron lung at hospital. Taken by Torkel

Korling, who is a professional portraitist. They show Gayl (left), Billy and Rae. Jean can leave her "in



**LUNCH FOR BILLY** is provided by Millie Korling. Rae Ryan, a lunch guest, eats methodically. Billy, who thinks everyone's last name is Ryan, spices up conversation by telling how he climbed Jung's Gym "was up high—by ceiling."



**LUNCH FOR GAYL**, who is in kindergarten this year, is provided by Mrs. Leon Moraine, an old friend of Mrs. Ryan, who lives near school. Peggy Lynn Moraine, 2, is at right. Bill Ryan takes Gayl to school, picks her up in evening.





can lung," as Billy calls it, for only two minutes a day. She can barely move both legs, right arm.



**DINNER FOR SMOKEY** is almost forgotten by Bill. Here the dog, chained out back of the house, holds up tray to remind Bill to give him some water.



**BEDTIME DANCE** is performed by Gayl and Rae (right) with Karen and Scott Lathrop as their aunt,

Mrs. Irene Lathrop, accompanies them on the piano. Sometimes they play school or draw pictures



**TEARFUL GOODBY** begins to break out over Billy Ryan when his father and his two sisters end a visit to the Korlins. Though Mrs. Korling does

her best to calm him, Billy cries out, "I want my da-ddy! I want my da-ddy!" After each successive visit Billy has cried harder than the time before.





**BLACKLIST** of workers, photographed crossing picket line to work again, is put on display wall



**SHUTDOWN** is viewed by Lovett (right), looking morosely at unfinished plane parts at Douglas plant



**DANCING STRIKERS** PRANCE HAPPILY ALONG THE PICKET LINE AT THE LOCKHEED PLANT AT BURBANK

## THE PICKET LINE POLKA

**Government worries about strike's effect on aircraft production**

The leaders of the A. F. of L. Machinists Union were having trouble keeping control of their strikes at the Douglas and Lockheed aircraft plants in California last week. They managed to get the workers out of one Douglas plant, but workers at another voted against striking. At Lockheed more than 3,000 workers, including union members, were walking through picket lines every day. To bolster the picketers' morale the union resorted to a new stunt—a bevy of dancers entertained the line with a dance that appeared to be part samba, part polka.

After a fortnight of haggling, two strike issues were still unresolved. The union wanted a union shop, the companies did not. The union wanted increases of 4¢ to 5¢ an hour more than the companies would give. Hourly pay at the plants now runs from \$1.25 to \$2.33.

Production of jet fighters had already been dealt a major blow. Secretary of Defense Robert Lovett caught a plane, gravely toured the stalled production lines. At week's end President Truman stepped in, told the disputants national security demanded a quick settlement.



When DADDY goes to market  
you can tell he likes...



# SOUP FOR LUNCH

**Delicious . . . Substantial . . . Thrifty !**

No two ways about it . . . *men love soup.* And wherever you go in America, you'll find that soup is a top favorite with the whole family! For soup has everything that people want. . . . It's delicious. It's nourishing without being heavy. It's easy to prepare . . . only four minutes from stove to table. And where will you find a *value* like soup? There are so many Campbell's kinds to choose from, that your family can enjoy soup for lunch every day in the week! . . . *Why not begin now!*



**SOUP, SANDWICH  
AND DESSERT**

Egg and Olive Sandwich

**Campbell's  
Cream of Celery Soup**

*A rich, smooth soup made from the finest crisp celery and extra-heavy whipping cream. Different . . . and delicious!*

Baked Pears



**SOUP, SALAD  
AND DESSERT**

Waldorf Salad

**Campbell's  
Vegetable Beef Soup**

*Tender pieces of beef generously mingled with luscious vegetables . . . all in a grand beef stock! It's the "Square Meal Soup"!*

Spiced Cake Squares



**"My Soup Shelf is a WONDERFUL Help!"**

"I try to keep several of my family's favorite soups always on hand. That way, I'm ready for any meal planning. And of course I'm never without Tomato Soup and Cream of Mushroom, because I also use them so frequently as a cooking sauce!"



CORDAY

*Sentiment*

LE GALION

*Angelique*

ANJOU

Bourjois

# Exciting



RENOIR

LANIER

BLANCHARD

ROGER & GALLET





# Perfume Offer!

**20 VIALS OF PRECIOUS PERFUMES IN  
YOUR "TREASURES IN PERFUME" PACKET!**

yours for just **50¢** plus Modess box-tab

**H**ERE's your chance to try ten of the finest perfumes ever created—in your "Treasures in Perfume" packet. Your chance to discover the perfumes that suit you best!

In this wonderful packet, you'll find perfumes of every kind. Sophisticated scents and lighthearted ones . . . musky, exotic fragrances . . . perfumes that repeat the scent of a single flower . . . others that echo the tang of the woodlands . . .

. . . and among them, surely, perfumes that add that delightful "something" to your individuality as a person . . . your glamour as a woman!

Each perfume was created by a leading perfumer—has a retail value of up to \$50 an ounce. Many were blended in France. All have been carefully selected to give you a complete assortment—from the sweet to the spicy, from the demure to the almost naughty.

Don't miss this chance to treat yourself to a delightful spree of fragrance—an enchanting perfume *every day* for almost three weeks. And all for just 50¢!

This offer limited, so act soon. Read the instructions below. Mail your coupon today!

*here's what you get!*

20 vials—two each of 10 precious perfumes. Each vial contains exactly the right amount of fragrance for a single day-long wearing. Remember, the strategic way to wear perfume is to apply just a drop or two to the "pulse beat" spots—wrists, temples, base of throat.

CORDAY'S "FAME". . . for distinction  
LENTHÉRIC'S "REPARTÉE". . . for sparkle  
ANGELIQUE'S "BLACK SATIN". . . for allure  
LE GALION'S "SORTILÈGE". . . for romance  
ANJOU'S "DEVASTATING". . . for drama  
BOLRJOIS' "EVENING IN PARIS". . . for gaiety  
RENOIR'S "FUTUR". . . for sophistication  
LANIER'S "FOLIE DE MINUIT". . . for brilliance  
ROGER & GALLET'S "FLEURS D'AMOUR". . . for subtlety  
BLANCHARD'S "JEALOUSY". . . for mystery

*here's what you do!*

Go to your store and buy a package of luxurious Modess. (You'll find it's blissfully soft, wonderfully safe—and so smooth-fitting, too!) Tear off the perforated box-tab; fill out the coupon below. Mail both to us, along with 50¢ in cash or money order. This offer expires December 31, 1952.



**Personal Products Corp., Box 1590  
New York 46, New York**

Please send me ( ) "Treasures in Perfume" packet(s). I am enclosing one perforated box-tab from a package of Modess; and 50¢ in ( ) cash, ( ) money order for each packet.

Name \_\_\_\_\_

Please print

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

This offer good in U. S. A. only. It is void in any state or locality where prohibited or otherwise restricted. Tax included. Please allow 3 weeks for delivery.





You'll praise its taste,  
its smooth bouquet

—and here's a  
pleasant sequel:

At the price *most* folks  
would rather pay

You just can't  
find its equal!

# Paul Jones

SINCE 1865...  
*Now 5 generations finer*

*You just can't buy  
a better drink  
at any price!*

FRANKFORT DISTILLERS CORP., N. Y. C. BLENDED WHISKEY. 86 PROOF. 72½% GRAIN NEUTRAL SPIRITS





# NATO TESTS ITS PLANS TO HOLD WEST EUROPE

450,000 fighting men from forces of 10 nations stage war maneuvers from the Adriatic to the Arctic

Along a 2,000-mile front from the Adriatic to the Arctic, the forces of 10 NATO nations, 150,000 men in all, last week wound up the first big test of Western Europe's ability to meet Russian aggression. In Operation Main Brace (map above), an eight-nation naval force with 10 aircraft carriers fought autumn gales

to repel "invaders" in Norway. Then it swung south to cover a U.S. Marine landing in Denmark, only minutes by jet from Soviet Baltic bases. In Operation Hold Fast, British, Dutch and Belgian troops tested a "mobile hedgehog" defense against massed land attack. In Operation Equinox, French and U.S. troops made

air drops in defense of the Rhine. In Operation Ancient Wall, Italian Alpine troops defended key passes to the Mediterranean.

Some operations were not wholly successful. But they represented an approach to the ideal of holding strong points in Europe until the free world's full strength could mobilize.



U.S. MARINES CLIMAX MAIN BRACE WITH BEACH LANDING NEAR THE BALTIC

MOUNTAIN-FIGHTING TROOPS OF ITALIAN ALPINE BRIGADE, IN TRADITIONAL FEATHERED HATS, MANEUVER AMONG SNOW-CAPPED PEAKS ABOVE PO VALLEY

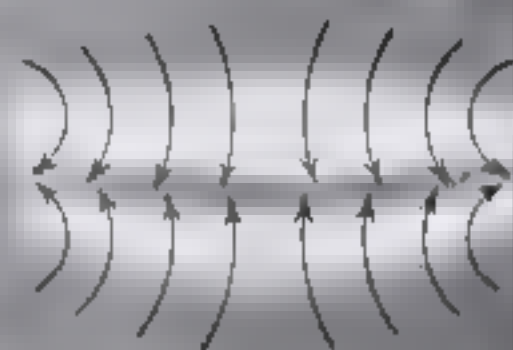




# Which are You?

She's a ROLLER!

She's a SCRUBBER!



Some folks "scrub," others "roll" when they brush their teeth.

Your dentist will tell you that rolling is preferred! But, however you brush, you'll brush better with a Dr. West's Flexite, the first brush made which recognizes the fact that *all* people don't use a toothbrush properly.

Dr. West's Flexite "takes" your hand and guides it to correct brushing.

Its handle invites your fingers to roll it properly over the teeth (down over the top teeth, up over the lower ones). Its bristles flex just right to clean quickly and powerfully—yet gently.

Of course, you can "scrub" with the Flexite, too.

It's a better scrubber than other brushes. Ask your dentist about the Flexite, a great, new toothbrush.

*The ALL-NEW*  
**Dr. West's Flexite**  
cleans teeth better no matter how you brush!

## 5 NEW FEATURES!

- A. NEW flexing bristles for gentle, thorough cleansing.
- B. NEW slightly-curved brushhead fits the inside and outside of the dental arch.
- C. NEW inch-long, dentist-preferred brushhead with three rows of bristles.
- D. NEW rolling-ribbed handle to make correct "rolling" brushing easy.
- E. NEW heavier, better-shaped handle that's so easy and natural to hold.



IN THREE TEXTURES

**60c**

*Flexi-Soft*  
*Flexi-Medium*  
*Flexi-Hard*

Copyright 1952 by West Products Company

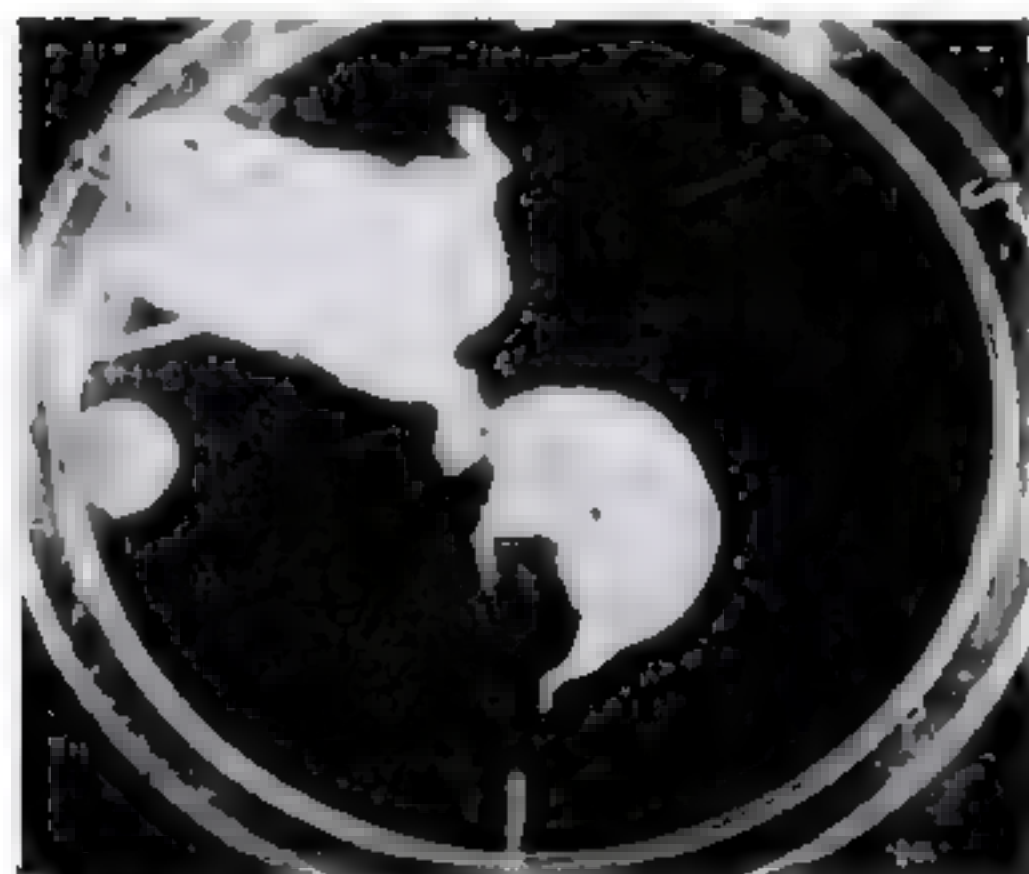
Same fine quality . . . same fine value as the world's largest seller . . . DR. WEST'S MIRACLE-TUFT TOOTHBRUSH—60c



# LIFE ON THE NEWSFRONTS OF THE WORLD

## Mice defy gravity on a space trip and a lost sub sends up a last signal

The Air Force released pictures of some successful space travelers—a pair of white mice that shot 38 miles above the earth in an Aerobee rocket and returned safely as the rocket head parachuted down. An automatic movie camera recording the flight showed the mice floating in mid-air when the speed of the falling rocket neutralized the effect of gravity. Judging by the mice, the Air Force thinks human passengers and pilots would not mind weightlessness if they hung on to their seats.



GRAVITY-FREE MICE RIDE INSIDE ROCKET

Georgi Zaruhin, the bearish new Soviet ambassador to the U.S., arrived in Washington to begin work. He proclaimed the peaceful intentions of the Soviet Union and stoutly denied there was any "Hate America" campaign in Russia. The words were scarcely out of his mouth when *Pravda* launched a hate campaign against U.S. Ambassador to Russia George Kennan, calling him an "enemy of the Soviet Union," a "slanderer" and a purveyor of "obvious nonsense."

### Howard Hughes sells RKO

After the company lost close to \$7 million in less than three years, Howard Hughes sold his controlling interest in RKO Radio Pictures to a group headed by Ralph Stolkin, a 34-year-old Chicago businessman who already had his hands full with a mail order house, a television tube business and a financing company. Multimillionaire Hughes complained that his own hands had been much too full, since RKO was only 3% of his fortune, but took up 85% of his time. Stolkin's group took the time-consuming RKO off Hughes's hands for \$7,345,940.

The Wadsworth barn in Hartford, Conn. had been condemned by the fire department. But as soon as workmen appeared to start wrecking the rickety, termite-ridden building, public-spirited citizens raised a mighty hue and cry, demanding that the barn be preserved because of its historic significance: back in 1781, George Washington's horse supposedly slept there.

### Gold for the stealing

Some Canadian crooks with brawn, bravado and practically an engraved invitation made a hefty haul—563 pounds of gold worth \$214,000. Ten crates of

heavy gold bricks were trundled out to the Toronto airstrip by a Trans-Canada Airlines employee and left unguarded on a cart while he went after the mail. When the shipment arrived in Montreal, six of the ten crates were missing. The thieves were given a head start with their bonanza when the airline, hoping the gold might turn up somewhere, waited half a day before bothering to notify the police.

Police in Summit, N.J. got a complaint from a hurried telephone operator that someone in a phone booth was not coughing up \$3.65 in over-time charges and, furthermore, was arguing volubly and incomprehensibly. Rushing to the booth, they found Charley Yong-mu-let, a newly arrived Chinese restaurant worker, trying unsuccessfully to pay for his long distance phone call by stuffing crumpled dollar bills in the quarter slot.

### No crowns allowed

Last July the British Home Office, the Government Council for Industrial Design and Queen Elizabeth herself all approved a design for a crown to be stamped on souvenirs for next year's coronation festivities. But last week the Official Assay Office made the stuffy pronouncement that the royal crown may not be used for souvenirs. British manufacturers hit the roof. It wasn't only that they were all tooled up with the approved design. What really hurt was the fact that England has no power to prevent foreign manufacturers from putting a crown on souvenirs and selling them in England.



RESCUE SHIP CUTS LOST SUB'S OIL SLICK

During Mediterranean maneuvers the French submarine *La Sibylle* submerged and did not come up. Through the day and all that night ships and planes made a frantic search for the craft and its 48-man crew. Next morning they found debris and a huge oil slick but rescue ships saw no sign of survivors. *La Sibylle* had apparently burst its seams and sunk to the bottom before anyone could escape, leaving the oil slick (upper left in picture) as a last signal of disaster.

PLAY YOUR RECORDS  
ON A NEW

## Webcor

and you'll hear them  
just as they  
were recorded...

Ask your Webcor dealer to play your favorite record on a new, 1953 Webcor Fonograf and you will hear delicate notes you never thought were in the recording. This is a result of the Webcor exclusive Balanced Tone Arm and matched speaker and amplifier—a new concept in reproducing music.

There is a new Webcor Fonograf for every need, and for every budget, too. See them today.



The Webcor "HOLIDAY." Automatically plays up to four hours of all three-speed, three-size records. Available in forest green or burgundy luggage case. Only \$325

The Webcor "MAESTRO." A newly-designed bass-reflex case makes this manual Fonograf tops in sound. Plays all three-size records with the lid closed. Sensitive tone-volume controls. Only \$4900



The Webcor "LARK." The newest Fonograf by Webster-Chicago in the low-cost field. Lightweight, easy-to-carry, the "Lark" plays all three-speed records. A perfect traveling companion. Only \$3995

(ALSO AVAILABLE IN CANADA)  
PRICES SUBJECT TO CHANGE WITHOUT NOTICE

INTRODUCING THE NEW WEBCOR  
"DIAMOND JUBILEE" FONOGRAF FOLDER.



Webcor Fonographs, Diskchangers  
and Magnetic Recorders are made by  
Webster-Chicago Chicago 28, Illinois



# Dramatic True Stories Explain Why Ronson is America's Favorite Lighter



**GIFT FOR ANY SMOKER—**  
RONSON ADONIS. Slim as a fine  
watch. Chromium plate, en-  
gine-turned. \$11.60. Other  
Pocket Ronsons from \$8.95.



**GIFT FOR A SMART WOMAN—**  
RONSON PRINCESS. Chromium  
plate. Butler finish. \$7.70.



**GIFT FOR A HOSTESS—RONSON**  
CROWN. Heavy silver plate.  
Danish modern design. \$12.25  
plus tax. Other Table Ronsons  
from \$9.50 plus tax.

LIGHTERS SHOWN IN REDUCED SIZE

RONSON, NEWARK N. J. TORONTO, ONT. LONDON, ENGL.

## RONSON PLAYS POSSUM IN SQUIRREL HUNT

In Missouri, Harold L. Fairfield's father-in-law lost his Ronson (a gift) while squirrel hunting. He practically plowed up the woods! No Ronson! A rainy year passed. And again, off to the woods went the hunter. There—too good to be true, and good as new—was the Ronson!

With a new flint and some fuel, it worked perfectly! What other lighter but a Ronson, made with jewelers' precision, could withstand the elements for a year...then light at the very first try!

## INSIDE STORY

You don't buy a lighter to abuse it. But this and other true stories show how Ronsons survived grueling tests, *prove* they're built for years of dependable service. Other lighters may look like Ronsons, but only Ronsons perform like Ronsons! That's why a Ronson costs less in the long run.

*To Give and to Get... It's  
America's Favorite 4 to 1  
Over All Other Lighters Combined*

*To avoid imitations... be sure to  
look for this name on the lighter*

# RONSON

**WORLD'S GREATEST LIGHTER**

*P. S. All lighters work best with  
Ronson® Fuel and Ronson® Redskin® "Flints."*

## NEWSFRONTS CONTINUED

This year there were no last-minute miracles. The Brooklyn Dodgers sewed up the National League pennant with five games still to play. And in the American League the New York Yankees' Manager Casey Stengel (LIFE, Sept. 29) joined John McGraw and Joe McCarthy in the record book by winning his fourth consecutive pennant.

## Debunking of a saint



JOAN OF ARC

Frenchman Jean Grimod, a 55-year-old ex-newspaperman, has come up with one of the most ambitious debunking jobs of all time. Grimod's thesis, which will soon be published in book form, is that the Saint Joan of Arc legend is false. Grimod claims to have unearthed documentary proof that: 1) Joan was not a peasant girl but an illegitimate member of the royal family; 2) she never had any visions but was built up as her country's savior by the king's propaganda-conscious advisers; 3) another woman was burned at the stake in her place; 4) Joan married a country squire named Robert de Harmaises and lived happily ever after.

\* \* \*

Back from a trip to Europe, General Omar Bradley thought it was high time some restrictions were lifted so that the NATO nations could be told about the limitations of atomic weapons. "There is a feeling in some of the countries," Bradley said, "that since we have atomic weapons there is no use in their building up any forces whatsoever and they use that as an excuse for resting on their laurels."

## Death of a philosopher

Spanish-born George Santayana probably was the only leading philosopher ever to write a best-selling novel. *The Last Puritan*, published in 1935, made his name familiar to the public. But long before that he had been famous in the small circle of teachers and students of philosophy for his beautifully written prose, his quiet poetry and his calm, detached observations of the world around him. In 1911 after 22 years of teaching he retired from Harvard. "My period was 1890," he once said, "and after that it has been a survival period." This survival period ended last week when, at 88, Santayana died in Rome.



SANTAYANA

\* \* \*

Mrs. Walter Bush, better known to LIFE readers as Miss Locomobile (LIFE, Sept. 8), fulfilled her lifetime ambition last week. America's first licensed woman driver, she scored another first when the Washington, D.C. fire department let her drive a bright red fire engine right in front of the Capitol.



MISS LOCOMOBILE DRIVES FIRE ENGINE IN FRONT OF CAPITOL



Let others change claims with the seasons—

We'll continue to say...

For a **TREAT** instead of a **TREATMENT**

smoke **Old Gold**

YEAR IN YEAR OUT the facts remain the same. Just remember this: No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine than Old Gold. This conclusion was established on evidence by the U. S. Government.





# Revolutionary new recipe—

## 66 SPANISH RICE

### How to make SPANISH RICE PRONTO

It used to take hours for the señoras to create a taste treat like this! But now, thanks to *quick*, *quick* MINUTE RICE teamed with *smooth, smooth*

HUNT's TOMATO SAUCE, you can whip up wonderful Spanish Rice in just 18 minutes—and for the amazingly low cost of 9¢ a serving!

¼ cup bacon drippings  
1 medium onion, thinly sliced  
½ medium green pepper, diced

1½ cups Minute Rice  
1¼ cups hot water  
2 cans Hunt's Tomato Sauce

1 teaspoon salt  
Dash of pepper  
1 teaspoon prepared mustard (optional)

Melt bacon drippings in saucepan or skillet. Add onion, green pepper, and Minute Rice (right from the package). Cook and stir over high heat until lightly browned. Add hot water, Hunt's Tomato

Sauce, and seasonings, mix well. Bring quickly to a boil, cover tightly, and simmer 10 minutes. Makes 4 delicious servings—pronto—of a dish that'll make your cooking famous!





# Takes only 18 minutes!

# PRONTO<sup>99</sup>

Uses only one pan! Costs only 9¢ a serving!  
Every grain of rice has rich tomato flavor—  
through and through!

The secret? PRE-COOKED MINUTE RICE  
with HUNT'S TOMATO SAUCE



America's fastest-fixing rice—pre-cooked Minute Rice! Fluffy, snowy, grand-tasting rice that prepares itself in only 13 minutes—and comes out perfect every time! Just bring to a boil—and turn off the heat! No washing! No rinsing! No draining! No steaming!



America's favorite Spanish-style tomato sauce... kettle-simmered Hunt's Tomato Sauce! Savory sauce that's all tomato—plus fine spices and seasoning. Not a soup (no starchy fillers!). A real tomato cooking-sauce for meat, casseroles, spaghetti, rice—all kinds of thrifty dishes!

## Why this new recipe is QUICK and EASY

You use only *one* pan—no baking. The Minute Rice is added right from the package. As it swells into luscious, tender kernels, it soaks up the rich flavor of Hunt's Tomato Sauce. It takes on a beautiful appetizing color. And what a bargain—only 36¢ to make a family of four happy! Try it—tonight!

## Dozens of quick, easy variations—like these



**With beef:** Use recipe above, browning ½ pound ground beef with the Minute Rice.



**With mushrooms:** Brown ½ cup sliced fresh or canned mushrooms with the Minute Rice.



**With cheese:** Stir ½ cup grated sharp cheese into cooked Spanish Rice. Top with ½ cup cheese



More Use Per Dollar Than Any  
Other Furniture You Can Buy!

# SAMSON

## FOLDAWAY FURNITURE

**Doubles Play Space,  
Work Space, Dining  
Space, Hobby Space—  
The Hardest-Working  
Furniture In The Home!**

DELUXE FIVE-PIECE SET

**\$49.75**

Deluxe Table . . . . . \$13.95

Matching Chairs, Each . . \$ 8.95

Other five-piece sets as low as \$33.75



Everything you've ever looked for in folding furniture — ~~easy~~ beauty and usefulness — you'll find in Samson Foldaway Furniture! Sets up in seconds — adds comfort and convenience everywhere!

**Takes hard use of all kinds!** Sturdy electrically welded, tubular-steel legs and frames are finished in lustrous, chip-resistant baked enamel.

**Durable Samsontex vinyl table tops** and chair seats wipe clean in a jiffy with a damp cloth. Table legs open and close easily, lock automatically, chairs have spring seats. Both tables and chairs store compactly.

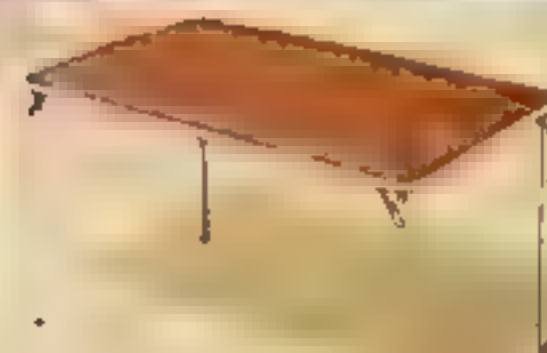
**SAMSON  
FOLDAWAY FURNITURE  
OUTVALUES THEM ALL**



**Strong Enough To Stand On!**

There's also a Samson Folding Chair for every possible seating need.

For special quantity prices, ask your local authorized Samson Contract Dealer or write Shwayder Brothers direct.



**King-Size Folding Table**, seats six for cards, entertaining, dining. Positive-action, automatic leg locks. \$18.95

**Folding Armchair**, with spring-cushion seat, padded arms. \$16.95



**Padded-Cushion Folding Chair**, upholstered for real sitting comfort. Rubber feet. \$6.95



Green Cocoa Chartreuse Peacock Gray Coral

**SAMSON STYLES AND COLORS BLEND!**

The various styles of chairs and tables, in six decorator colors, combinations. So you can mix or match them — either way blend happily in many different they harmonize beautifully!

**SHWAYDER BROS., INC., FURNITURE DIVISION, DETROIT 29, MICH.**

*Also makers of famous Samsonite Luggage*





## OLD FRIEND WITH LONG MEMORY

Webster's death is 'darkest moment' for fans of his gentle humor

H. T. Webster was a rarity among cartoonists. With one exception—the famous Mr. Mulque-toast—his characters had no name, and they never tried to be glibly funny, travel interstel-lar space or prove that humanity was all idiocy or viciousness. Six times a week, in carefully rotated order (pp. 52, 54), Webster gently reminded some eight million readers of the simple thrills that accrued to youngsters who grew up, as he himself had done in Tomahawk, Wis., around the turn of the century (above). And of the heart-tugging Darkest Moments

that afflict small boys and small animals. And of the minor frictions of married life, or bridge players' fierce devotion to their game, and (as near as he ever came to being caustic) the quality of radio shows. For millions of people Webster's panel was a daily nod of understand-ing from an old friend with a long memory.

Last week Harold Tucker Webster, having spent his 67th birthday at fishing and playing bridge, died of a heart attack en route to his Stamford, Conn. home. For a host of people that news was one of Life's Darkest Moments.



WEBSTER was sketched by James Montgomery Flagg, showing his handsome face and silver mane.



only the revolutionary, new  
**Van Heusen** *CENTURY* Shirt  
 has the patented soft collar that

**won't  
 wrinkle  
 ever!**



Wrinkle-proof, no matter how often it's worn . . . or how it's packed or ironed. Fine broadcloth in fade-proof colors or white. Ocean pearl buttons. Regular or spread collars. A new Van Heusen Century free if yours ever shrinks out of size! Ties shown: new Van Heusen Century Shirt-mate, \$1.50



**Perspiration won't wilt it!**  
 Collar won't wrinkle even if you wear it around the clock. You *always* look fresh in Van Heusen Century.



**Laundering won't hurt it!**  
 You can't iron in a wrinkle even if you try! Easier to launder and iron, has woven-in "fold line."



**Patented, one-piece collar!**  
 Has no lining. Feels handkerchief-soft around your neck. Keeps "just laundered" look without starch or stays.

**Van Heusen**  
 REG. U. S. P. O.  
*CENTURY* shirts  
 white \$3.95, \$4.95; colors \$3.95

Phillips-Jones Corp., New York 1, N. Y.  
 Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Underwear • Swimwear • Collars

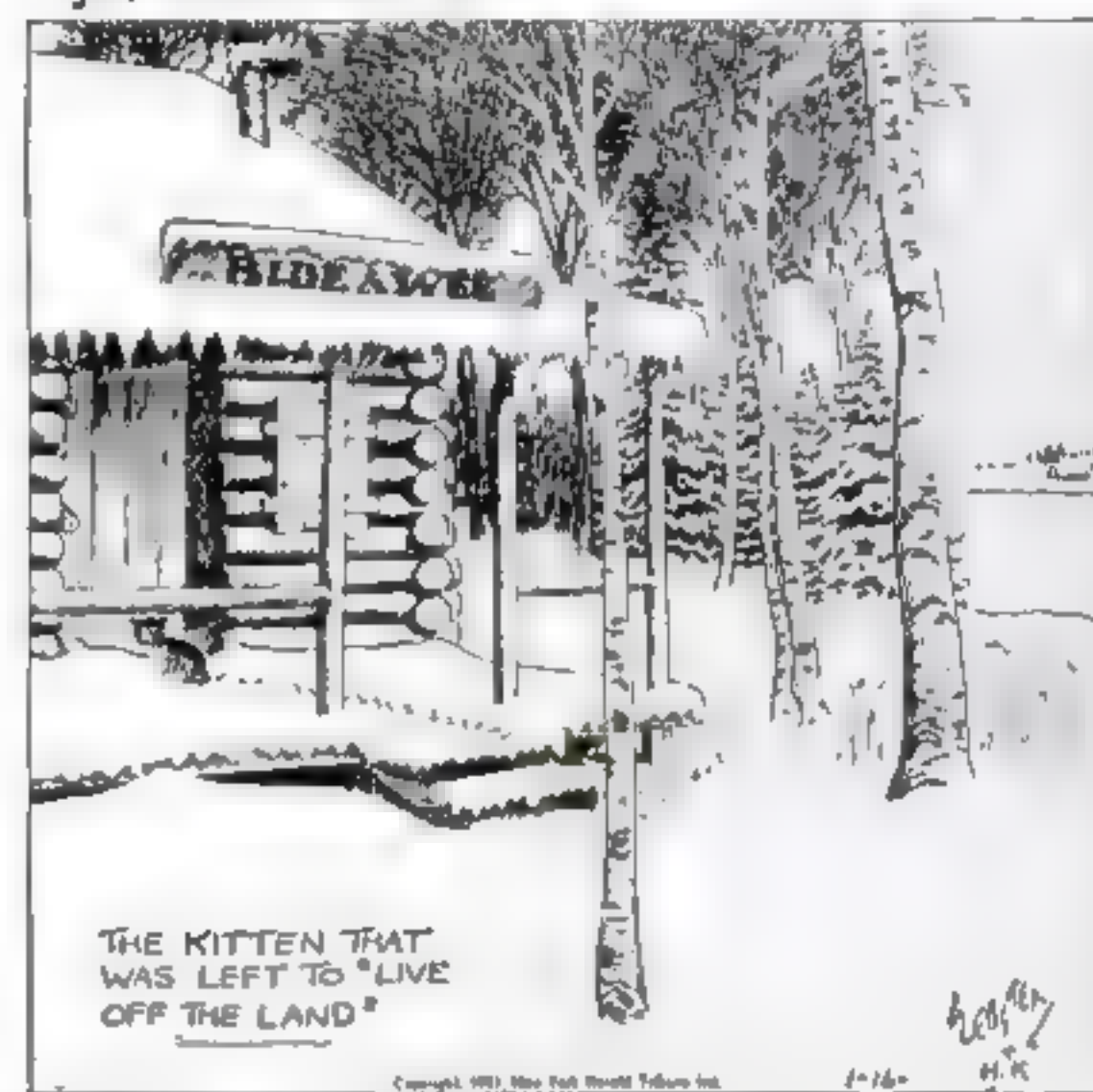
Webster CONTINUED

*The Timid Soul*



ON MONDAY the Webster cartoon concerned Timid Soul Caspar Milquetoast, as did Sunday strip. The quiet cartoonist regarded himself as the model.

*Life's Darkest Moment*



ON TUESDAY it was Life's Darkest Moment, which was as often concerned with the tribulations of scrubby dogs and cats as with those of human beings.

*The Unseen Audience*



ON WEDNESDAY Webster, who often worked with the radio on, lampooned radio and TV. His criticisms won him a Peabody radio award in 1950.

CONTINUED ON PAGE 34



# Greatest Bible News in 341 Years

**Announcing a new authorized version—  
more accurate and easier to read—  
that preserves the timeless beauty  
of the beloved King James translation**

**Read the story behind the  
Revised Standard Version of the Bible  
—and how it can change your life**

**Y**OUR PRESENT Bible, most likely, is the King James Version . . . written 341 years ago, and filled with expressions that are confusing today. Too often, therefore, it may lie in your home respected, but neglected.

Now at last you can own a Bible in living language, so clear and powerful you will turn to it regularly . . . yet an *authorized* Bible, faithful to the earliest known manuscripts.

Ninety-one Bible scholars cooperated in the fourteen-year-long labor to recover the full meaning of the Bible. They preserved the beauty of the King James Version, but freed the Bible from outdated expressions that make it hard to understand. (Did you know, for instance, that in the King James Bible "by and by" means *immediately*? That a man's "conversation" means his *conduct*?)

## **NEWEST VERSION REALLY OUR OLDEST**

In the 341 years since the King James Version was published, dramatic discoveries of ancient manuscripts have shed new light on the Scriptures. (In a long-

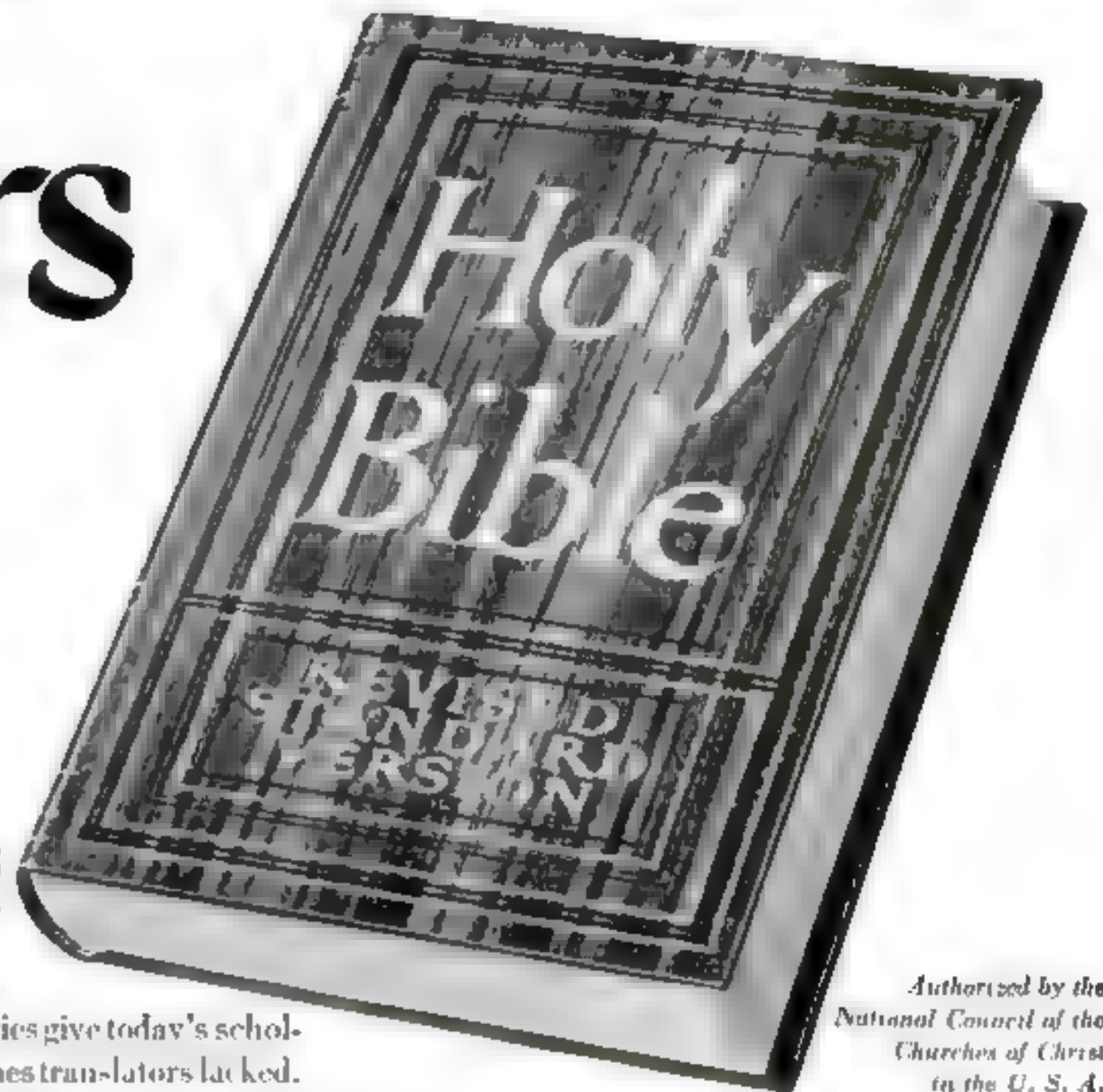
forgotten cave near the Dead Sea; for example, shepherds chanced on the Isaiah Scroll—a nearly complete text dating from about the time of Christ.) Such discoveries give today's scholars advantages which the King James translators lacked.

The Revised Standard Version is based on the most authoritative manuscripts—some more ancient than any previously known. In a sense it is our *oldest* Bible.

## **A BIBLE FOR THE FAMILY THAT ALREADY HAS A BIBLE**

If you have too seldom opened your Bible because the way it is written makes it hard for you to understand, the Revised Standard Version can bring you an exciting new experience.

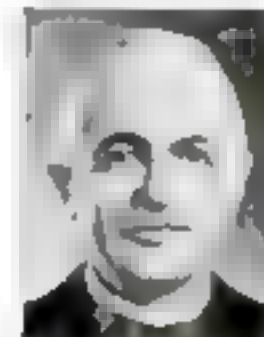
Here is a Bible *so enjoyable* you'll find you pick it up twice as often. Its clear, simple language makes Bible-reading a rewarding pleasure your whole family will want to share. And as it strengthens your understanding of God's Word, it will bring renewed inspiration to you and to those you love. Indeed, this new Revised Standard Version of the Bible can literally change your life, bring you greater peace of mind.



Authorized by the  
National Council of the  
Churches of Christ  
in the U. S. A.

## **Why Religious Leaders Prefer the Revised Standard Version**

"For everyone seeking peace of mind, victory over fear, and a solution of personal and social problems, this version will be of great practical help."  
—Dr. Norman Vincent Peale



"An event of the greatest significance. A group of eminent scholars has produced this monumental work, which in the light of new knowledge clarifies the eternal message of the Word of God in modern language."  
—Bishop Henry Knox Sherrill

"The Revised Standard Version of the Bible is now in a real sense the authorized translation for our Protestant churches. It combines dignity and elevation of style with scrupulous accuracy . . . clear, understandable, true to the original text. Every Christian should possess this translation."  
—Dr. Harry Emerson Fosdick



## **SEE HOW MODERN LANGUAGE MAKES THE MEANING CLEAR**

### **King James Version**

**Psalms  
119:147** I prevented the dawning of the morning, and cried: I hoped in thy word.

**1 Cor.  
10:24** Let no man seek his own, but every man another's *wealth*.

**Acts  
10:34** Then Peter opened *his* mouth, and said, Of a truth I perceive that God is no respecter of persons:

### **Revised Standard Version**

I rise before dawn and cry for help;  
I hope in thy words.

Let no one seek his own good, but the good of his neighbor.

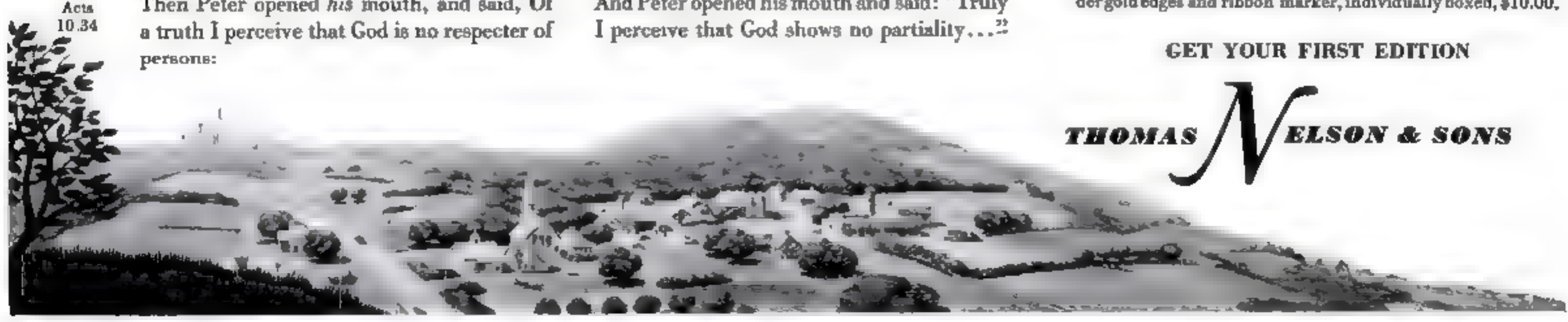
And Peter opened his mouth and said: "Truly I perceive that God shows no partiality..."

**Even the way it's printed makes the Revised Standard Version easier to read!** The large legible type has plenty of white space between the lines. Chapter numbers are large, for convenient reference; verse numbers are small and light so they do not interrupt the flow of reading. Poetry is printed in verse form.

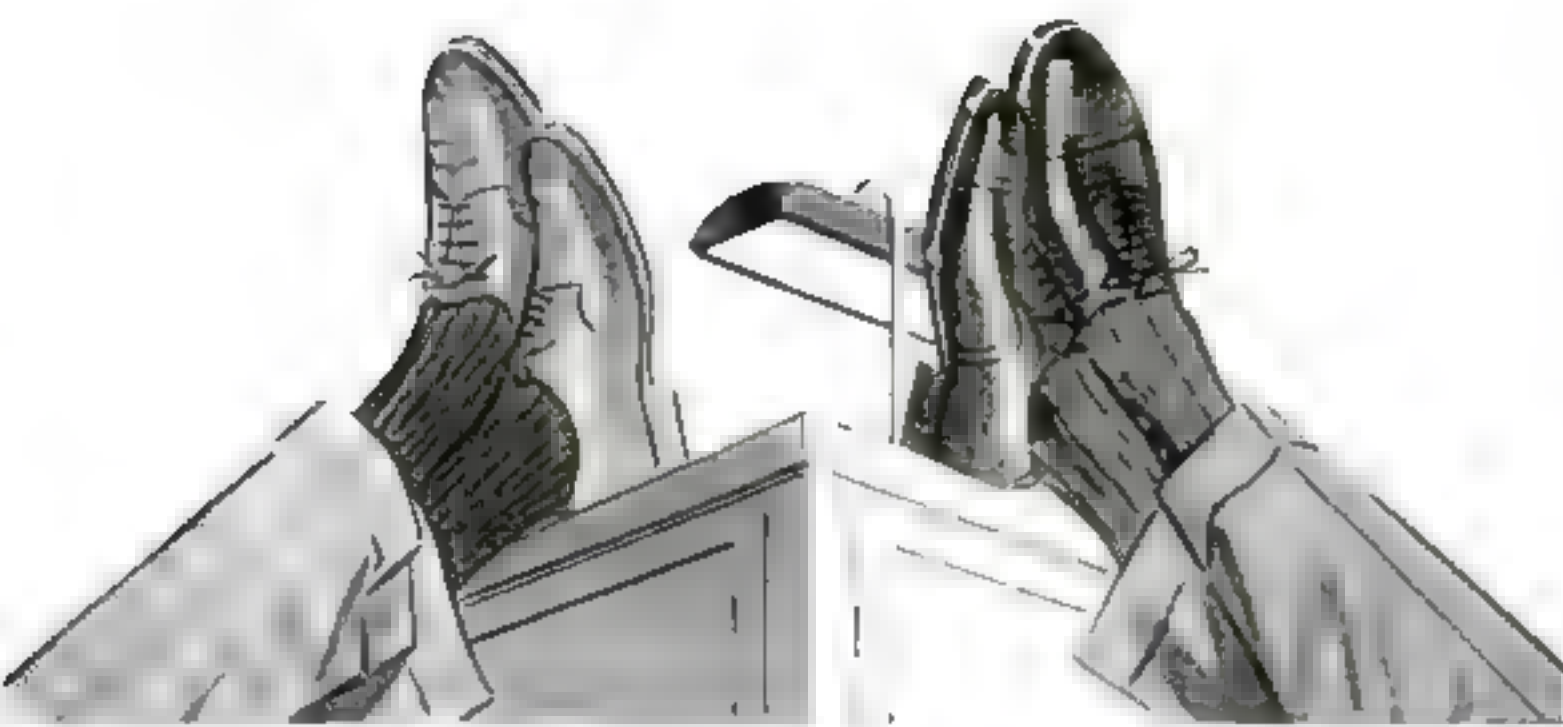
**Choose from two handsome editions.** Rich maroon buckram stamped in genuine 23-karat gold, \$6.00. Magnificent black genuine leather stamped in 23-karat gold, with red undergold edges and ribbon marker, individually boxed, \$10.00.

**GET YOUR FIRST EDITION**

**THOMAS NELSON & SONS**







Scene—two men sitting in an office

**Young Man:** I see you got yourself another pair of Bostonians.

**Man of Experience:** I learned, years ago, that the best shoe is the cheapest in the end. Bostonians give me the looks I want in a shoe. They're solid comfort from the first step. And by outlasting cheap shoes for years, they save me dollars in the end.

**Young Man:** That's good enough for me! How about stopping at your Bostonian dealer's during lunch hour?

By paying a little more today ...  
you save shoe dollars  
tomorrow!



**STALWART**—brown scotch grain with a straight tip and rubber heel. A classic, long-wearing shoe. Bostonians from \$15.95 to \$24.50.

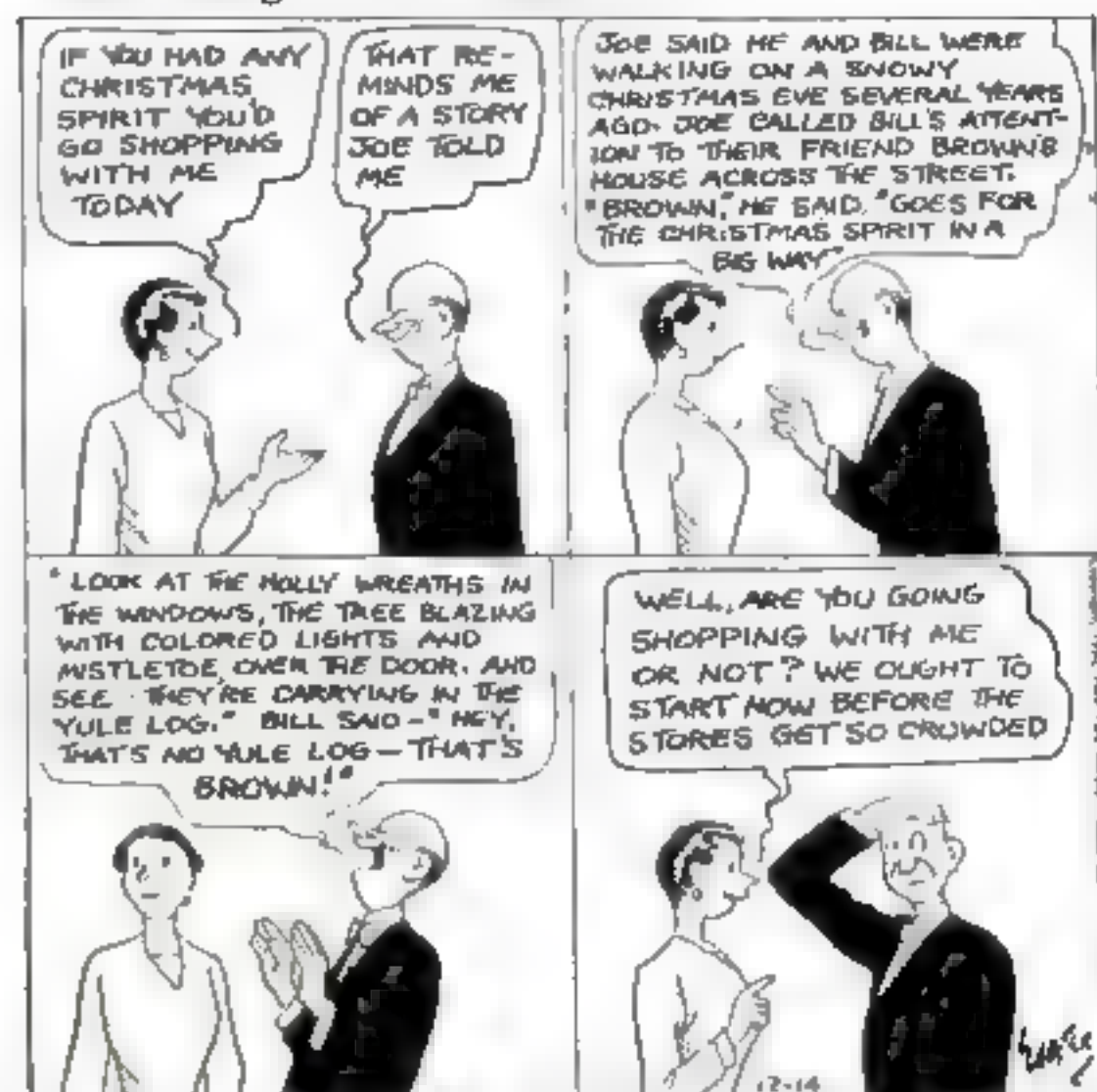
# Bostonians

© Bostonian Shoes, Whitman, Mass.

*Greater comfort than you've ever known!*

Webster CONTINUED

## And Nothing Can Be Done About It



ON THURSDAY the subject was marital exacerbations like this, or a similar category called How to Torture Your Wife. Cartoons ran in 152 papers.

## The Thrill That Comes Once in a Lifetime



ON FRIDAY the cartoon bore a heading which, like other Websterisms, became a part of the language. These had some of his most nostalgic drawing.

## Bridge



ON SATURDAY he portrayed bridge players' love for bridge, revulsion for canasta. He had enough panels done to continue publication through April.





## Now's the time for

Looks like it's your turn to feed the mob, Mom! That's why it's wise to have a bowl of Jell-O always handy in the refrigerator. The whole team will love its good taste and gay good looks! And Jell-O gelatin desserts still cost just pennies per portion!



JELL-O is a REGISTERED TRADE MARK OF GENERAL FOODS CORPORATION

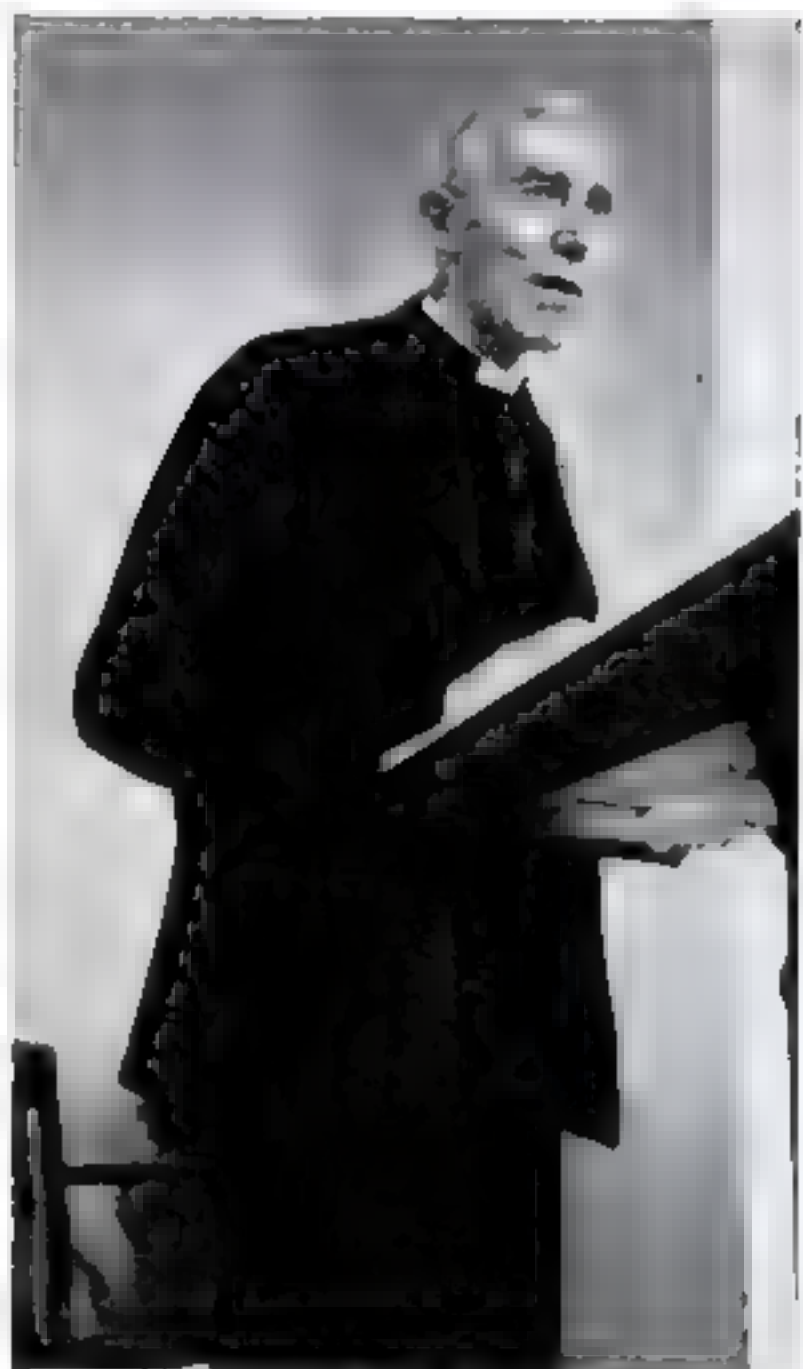
Copyright 1962, General Foods Corp.







## RELIGION



**WELCOME** to the bishops is given by former church head, Henry St. George Tucker.

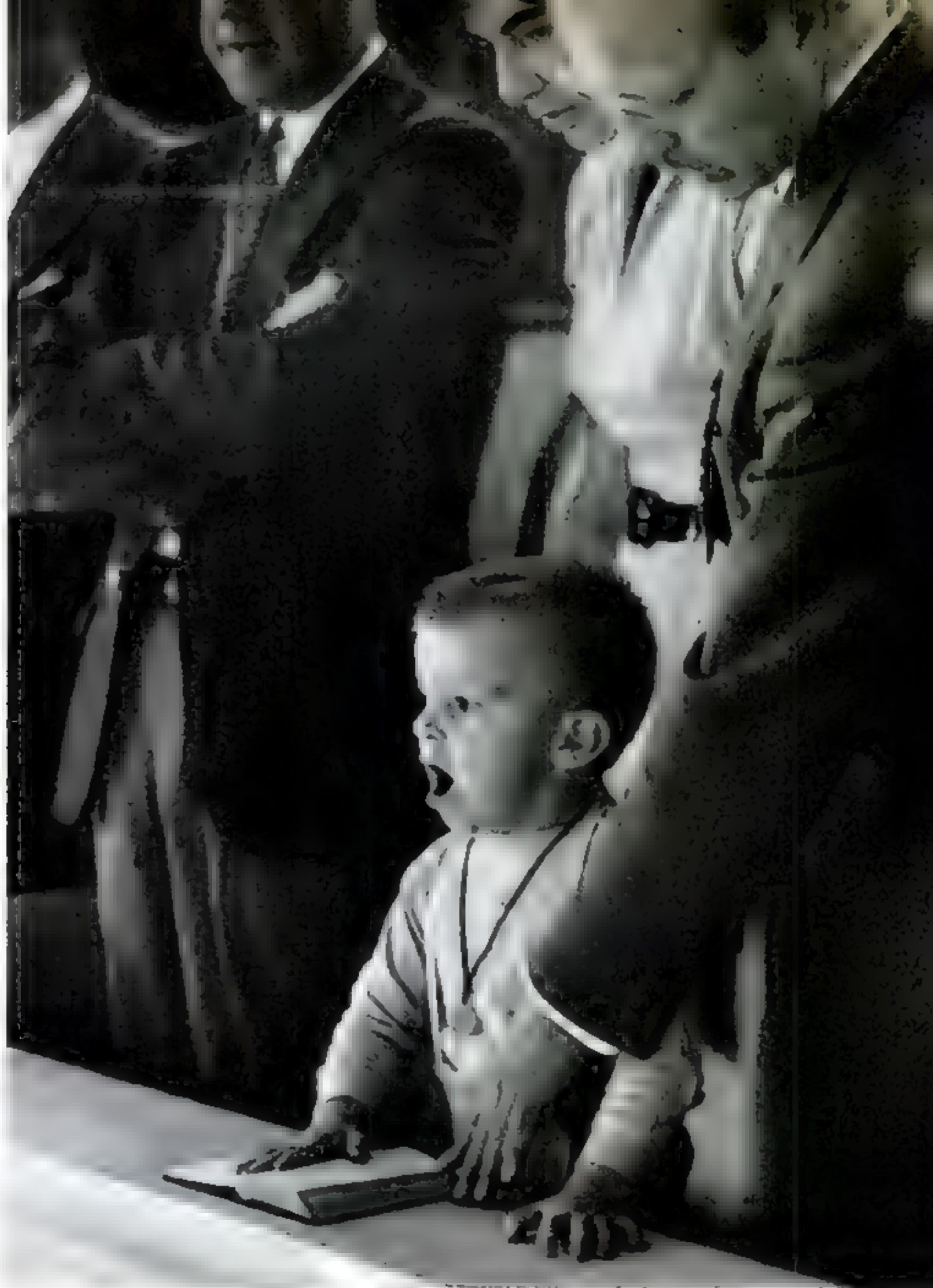
# EPISCOPALIANS

**Convention welcomes an English cousin and then puts aside pomp for problems**

The Protestant Episcopal Church opened its 57th triennial convention last month in the Boston Garden with a monumental service (*opposite*) before a capacity audience of 14,000. One hundred and eighty bishops took part in the service, including the Most Reverend Geoffrey Francis Fisher, Archbishop of Canterbury, who that day had preached a sermon at Boston's Old North Church (*right*).

Its bow to pageantry over, the convention got down to two weeks of church business. Representing the country's 2,500,000 Episcopalians, it voted to continue negotiations with the Methodists on uniting the two churches and to resume its conversations, discontinued in 1946, toward a possible union with the Presbyterian Church in the U.S. A fight raged over giving women the right to vote in the church's House of Deputies. Those in favor said, "This is not the 19th Century. . . . If we cannot admit that women are people, a great deal of the Bible will have to be rewritten." Those against said, "Men can fight things out. But when you disagree with a woman's judgment you disagree with a woman, not with a judgment." Although the women came up with a United Thank Offering totaling \$2,450,000, they were finally refused the vote. After much pulling and hauling the convention avoided taking a ticklish political stand (*p. 58*). It wound up by adopting its biggest budget ever—almost \$6 million per year for the next three years, the bulk of it going for missionary work.

← **CHURCH'S TOP CLERGY** sit in cassock and surplice before a crimson altar backdrop at convention service in Boston Garden.



**HYMN-SINGING** occupies 4-year-old Peter Washington Busse at Old North Church service. Only 300 worshippers could fit into the church, but an estimated 21 million saw service on TV.



**NEW FIRE ALARM** for Old North Church, whose tower-hung lantern warned Paul Revere of British, is shown to the Archbishop of Canterbury (*left*) by Episcopal Presiding Bishop Sherrill.





## Don't put in a drop of Anti-freeze

... until you've cleaned out rust with



## DU PONT Cooling System CLEANSER

Now, before freezing weather sets in... before you put in anti-freeze... it's time to clean out your cooling system. Du Pont Cleanser makes the job safe, simple and thorough. You can even let the cleanser work while you're driving. And neutralizer is included in each can for a complete job. Du Pont Cleanser removes rust—without reverse flushing. Get a can at your service station or dealer or auto supply store today.

### Insure against leaks that waste anti-freeze with DU PONT COOLING SYSTEM SEALER

Don't let radiator leaks rob you of valuable anti-freeze. Seal it in with Du Pont Cooling System Sealer. Even when the cooling system is apparently watertight, many permanent anti-freezes will "creep" and be lost by seepage through tiny pinholes. Such leaks are stopped immediately by Du Pont Sealer. It's simple to use, flows with the water in your system, and can't clog, or harm hose or metal parts.



BETTER THINGS FOR BETTER LIVING

... THROUGH CHEMISTRY

Episcopalians CONTINUED

## CHURCH FLIRTS WITH POLITICS

Toward the end of its session, the Church flirted briefly with politics. The House of Bishops (below) backed Congress' right to investigate, then urged emphasis on the 9th Commandment ("Thou shalt not bear false witness"). This was an oblique attack on McCarthyism. The House of Deputies, whose concurrence is needed, decided the Church should not mix in politics and voted the resolution down. But not wishing this to seem pro-McCarthy action, it resolved that this did not imply "indorsement or non-indorsement of any prominent political figure."



HOUSE OF BISHOPS met in Horticultural Hall. Deputies met across street in Symphony Hall, where Dean Claude Willard Sprouse died (LIFE, Sept. 22).



CALLING BISHOPS TO ORDER, Bishop Henry Knox Sherrill sits next to secretary, Dr. John Fitzgerald (left). In back is Japan's Bishop Yashiro.



WOMEN'S AUXILIARY at its meeting had overflow audience. The group's head said they felt "bitter disappointment" at not winning the right to vote.

CONTINUED ON PAGE 60



**STOP**

**GO**

# That Tired "OLD" Feeling

...JITTERY NERVES\*, LACK OF PEP\*, DIGESTIVE UPSETS\*,  
FAULTY ELIMINATION\*

when due to B-Vitamin deficiency

Get **RYBUTOL**

**FREE!**  
IN THIS AMAZING OFFER

**FREE \$1.98 RYBUTOL When You Buy the 100-Size . . . Make the  
7-Day Test FREE! Then DECIDE—Either RYBUTOL Is Something  
You'll Never Be Without Again . . . OR Return the 100-Size for Full Refund!  
Either Way the \$1.98 RYBUTOL Is YOURS FREE!**



• The next 7 days may be the most important days of your life. For you may find that **High-Potency RYBUTOL** makes all the difference in your health and happiness.

Here's why . . . if you feel old beyond your years, weak, weary, rundown\*—if you suffer digestive upsets, nagging backaches\*—

the trouble may be caused by lack of essential B-Complex Vitamins. If that's the case, you should start to regain the buoyant health and glorious vitality that are rightfully yours, in just 7 days, with **High-Potency RYBUTOL**.

For RYBUTOL provides 22 re-

markable vitamin and mineral elements. It contains the precious B-Complex Vitamins in *high-potency amounts*—plus other valuable health-giving ingredients.

**AND NOW YOU CAN TRY RYBUTOL FREE!** Yes, you get the \$1.98 size absolutely free, when you buy the 100-size on money-back guarantee! Either way, you can't lose! Either way . . . the \$1.98 bottle is still yours as a gift!

So accept this sensational opportunity to discover in 7 days a more vital, buoyant, happy life! This offer is good for a short time only. So go to your drugstore today and get **High-Potency RYBUTOL** in the most astounding **FREE** Vitamin offer ever made!

\*NOTE These symptoms may be caused by other than vitamin deficiency. So consult your doctor. Ask him about the RYBUTOL formula. We rest our case on his recommendation. Remember over 200,000,000 RYBUTOL Gelucaps were sold last year.



*High-Potency*

**RYBUTOL**

B-Complex Vitamins — Contains 22 Amazing Vitamin and Mineral Elements



# When you take a trip— take it easy



When you Go Pullman, you don't have to get in a big lather and rush away an hour or two early. Railroad

stations are so convenient you can usually do a full day's work and still have time to make the train.



As soon as you get on, you can slip into the lounge car and forget business. If you have any little jobs that need doing, you can button them up

in comfort and privacy as you travel. When you're finished, you can ease yourself in between snow-white sheets and get a good night's rest.



You travel without a care in the world. You arrive on dependable railroad schedules regardless of the weather.

And you arrive downtown close to the heart of the business district. See what we mean when we say...

## IT'S GOOD BUSINESS TO GO PULLMAN

COMFORTABLE, CONVENIENT AND SAFE

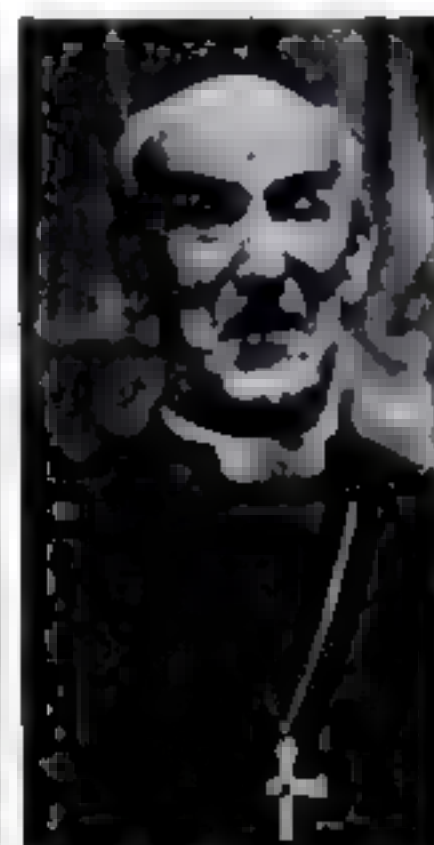
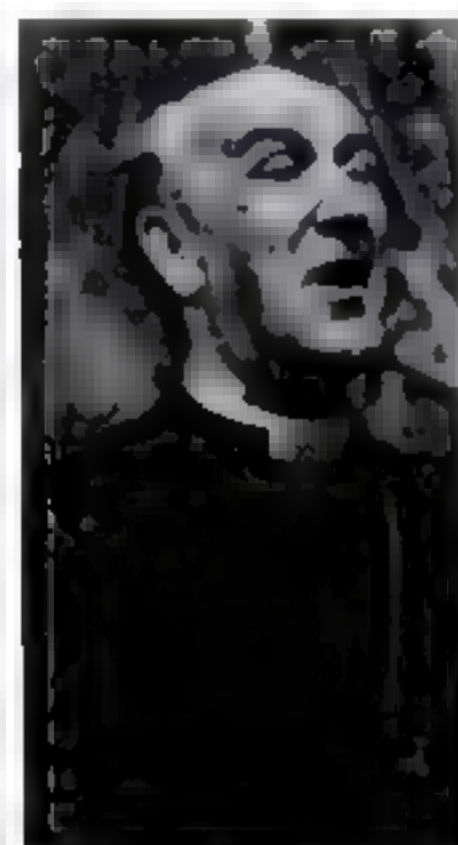
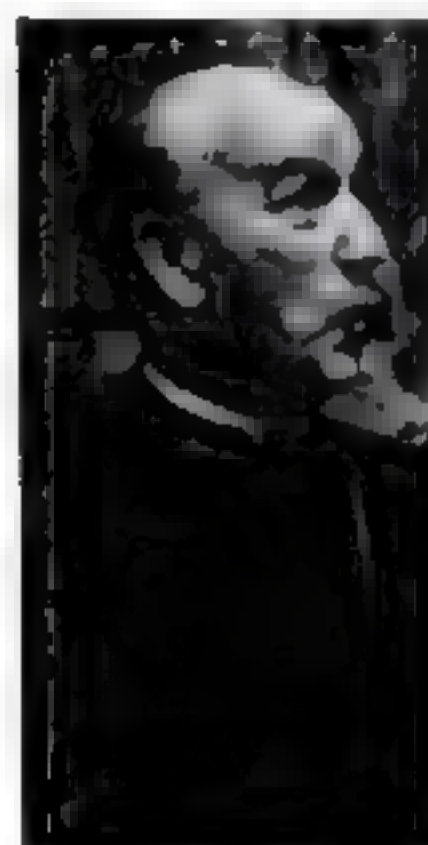
It's easy on your family, too, when you Go Pullman. They know Pullman is the safest way to travel.

GOVERNMENT 12827, THE PULLMAN COMPANY

## Episcopalians CONTINUED



**BENIGN ARCHBISHOP** of Canterbury displays his knee breeches and garters at bishops' meeting.



**JAUNTY ARCHBISHOP** chats with admirers who have come to greet him at a reception given in the Tapestry Room of Boston's Museum of Fine Arts.



**SOCIABLE ARCHBISHOP** introduces wife (back to camera) to another guest before start of reception.



*"... He said he'd never seen the summer go so fast ... I thought next week-end might be good for taking down the screens ... We both crabbed about our crabgrass ... Then we both went back to raking leaves."*



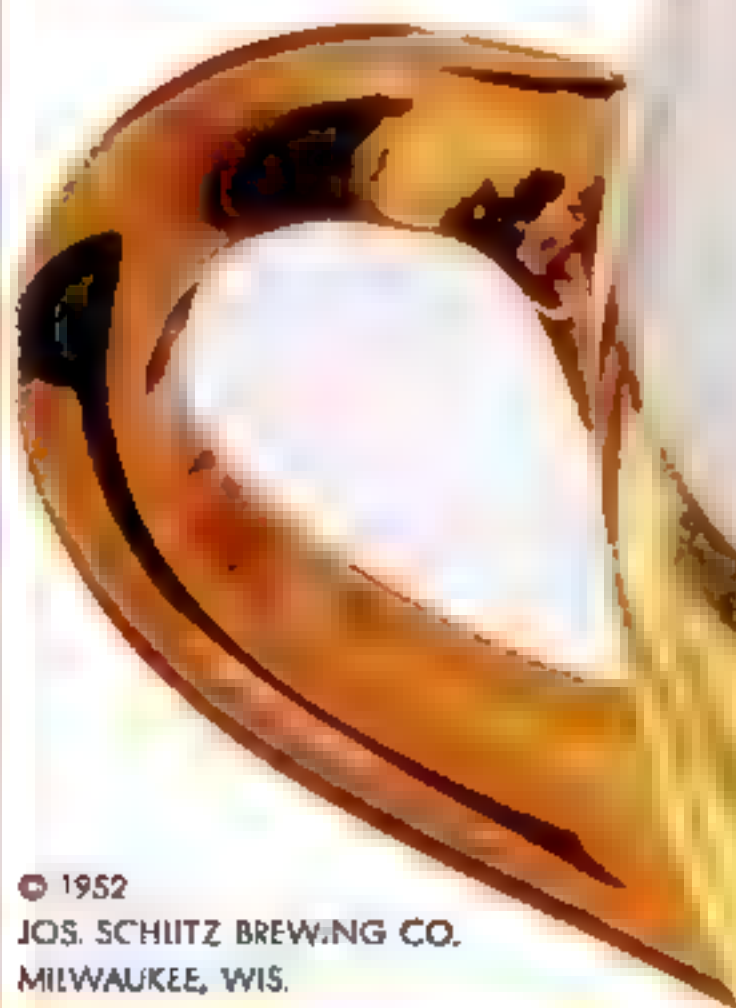
On the back steps or across a table, a bottle or can of Schlitz fits into the conversation that lightens the work of the day.

This is the beer with the extra stand-up character, the extra clean, bright taste with just the kiss of the hops. You get these extras in Schlitz because Schlitz people have an extra-sensitive way of handling the sensitive ingredients of beer—a "Gold Thumb", you might call it. *That's why more people prefer (and buy) Schlitz than any other beer.*



# If you like beer you'll love Schlitz

ON TV EVERY WEEK  
Schlitz "Playhouse of Stars."  
See your newspaper for  
time and station.



© 1952  
JOS. SCHLITZ BREWING CO.  
MILWAUKEE, WIS.

The beer that made Milwaukee famous



Only a few thousand people could attend this "Monster Rally" for Greeley & Brown in 1872.

TODAY YOU GET A CLEARER PICTURE



For the clearest view of the Campaign—  
WESTINGHOUSE TELEVISION  
with the Electronic Clarifier

If you want to *know for sure* that you'll get perfect TV pictures every time you turn the set on—BUY A WESTINGHOUSE! All of the beautiful new models, now at your dealers, are equipped with the exclusive Electronic Clarifier, famous Westinghouse Single Dial Tuning . . . and the Westinghouse exclusive plug-in UHF Receptor that gives you genuine UHF reception instantly and at a big saving. Ask your dealer about this efficient, low-cost Westinghouse UHF system.



**NOW READY FOR UHF.** Exclusive Plug-In Receptor lets you add new UHF stations as they come on the air, without sacrificing any existing channels. No extra dials needed for tuning. No UHF installation charge to pay. And only Westinghouse has it!

THE WELBURN, *HUGE 21"* PICTURE

An outstanding election year value! Your opportunity to own a big-screen console TV set at a very low price for this quality. Equipped with every Westinghouse engineering advance. Gleaming mahogany console cabinet. Ask your dealer to show you Model 714K21.

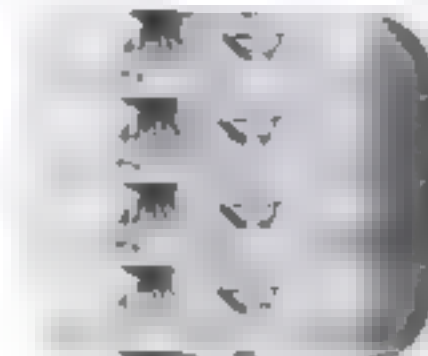
**ELECTRONIC CLARIFIER ELIMINATES ALL PICTURE INTERFERENCE. GIVES CLEAR PICTURES THAT STAY CLEAR.** Another first for Westinghouse engineers. Another reason why you can be sure . . . if it's Westinghouse.



NO STREAKS



NO FLUTTER



NO FLOP-OVER

\*\*\*\*\* Tune in on history! Only Westinghouse brings you complete coverage of political campaign over CBS television and radio. \*\*\*\*\*

YOU CAN BE SURE...IF IT'S **Westinghouse**



**STARTING FIRES.** Risinger demonstrates new method with both model and big tank. In table-top test (below) he has ignited a glass cylinder of kerosene while compressed air is held in readiness. In full-scale test (right) the 118,000 gallons of crude oil he has just lit shoot 50-foot flames to the sky



## FIGHTING FIRES WITH AIR

**A blast of bubbles is new and simple extinguisher for blazes in big oil tanks**

Ordinarily the safety man of an oil company tries to prevent storage tank fires, not start them. But one day recently Joe Risinger, the safety manager of the Socony Vacuum Co., deliberately set a torch to a 30-foot tank containing crude petroleum. With a roar, orange flames billowed 50 feet into the air (above), throwing out so much heat that company firemen were helpless to approach it. Then Risinger did a most unorthodox thing. He opened a valve which pumped air into the burning oil. Instead of fanning the blaze higher, the air put it out. After one minute (below) the flames had died down to a

mere 12-inch flicker, and the firefighters easily finished them off with a blanket of foam.

Risinger was demonstrating a radical new technique which promises to be the best known weapon against the accidental blazes that wipe out large storage tanks. The method works on a simple principle: if burning oil is cooled below its flame point, the fire goes out. A crude oil fire cannot be cooled by water, or by liquid foam containing water, for the water turns to explosive steam. But bubbles of air rising from the bottom of a tank carry cold oil up with them, cooling the surface until the flames die down.



**QUENCHING FIRES** is done quickly by bubbling air into tanks through drainpipes. In small tank (above), when Risinger opens valve, air bubbles carrying cool liquid rise to surface of kerosene, put out fire entirely. In large tank (left) air bubble method has also cooled surface oil, almost eliminated flames.



**THEY'RE NOT LOOKING  
—LET'S GET OUT FAST!**



**NEXT TIME SERVE KING  
—IT'S THE BLEND THAT  
TASTES THE BEST!**



**FOR SMOOTHER, Milder,  
LIGHTER DRINKS STEP UP TO  
THE KING OF BLENDS!**

BLENDING WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES. 62½% GRAIN NEUTRAL SPIRITS. 86 PROOF. BROWN-FORMAN DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.





"THE DARK ITALIANATE LOVELINESS" that cast its spell over the drama critics of England and the U. S. and finally overwhelmed Shaw is portrayed

in this photograph of Mrs. Patrick Campbell. It was taken in 1902, on the first of her many tours of the U.S. This was when she was at the height of her fame



# 'Wicked Wicked Letters'

SHAW AND 'MRS. PAT' CONDUCTED  
A 'STRANGELY INNOCENT' AFFAIR

edited by ALAN DENT

**T**HEIR love affair lasted 28 years, and was conducted almost entirely through the mails. When it began George Bernard Shaw was 55 years old, bearded and the greatest playwright in England, some said the world. Mrs. Patrick Campbell was 47, a queen of the English stage and renowned for her beauty and wit. (When someone suggested that Vegetarian Shaw be fed some meat "to put some red blood into him," she quipped, "For heaven's sake, don't; he's bad enough as it is, but if you give him meat no woman in London will be safe.") During their correspondence courtship, he remained happily married while she, a widow, married her second husband. And the bulk of their fervent love letters has remained a secret until now.

She was born Beatrice Stella Tanner in 1865, the sixth child of John Tanner, and Maria Luigia Giovanna Romanini, daughter of an Italian revolutionary. As she described them, all the branches of her family were romantic. A cousin had been kidnaped by brigands. An aunt had eloped from school with a Habsburg. Another aunt had climbed up a chimney to elope with an artist who was so jealous that he strangled her pet bird before her eyes because she had fed it from her lips. Stella herself eloped at 18 with a handsome young man named Patrick Campbell. They had two children, with nothing to live on but love and a job in the city which paid her husband less than \$500 a year. He went to Australia for his health, then to South Africa, and was killed in the Boer War. Before that happened, Stella had gone on the stage, despite the forebodings of respectable relatives, and in an extraordinarily short time—some said too short to allow her to develop sufficiently as an artist—she rose to the heights of success in Pinero's *The Second Mrs. Tanqueray*. "She was lovely in those days," said the great critic James Agate, "and filled the mind with a haunting sense of baffled importunity and sympathy for all creatures engaged in strange and romantic quests." Agate thought her one of the six—only six—truly great actresses he had ever seen. She was in her late 60s when I met her, and traces of her great romantic beauty were still there; her eyes were woodland pools, and her deep voice seemed to emerge from a golden well. But it was the dark Italianate loveliness of her youth that brought the critics' chorus of adulation.

There was, however, one critic who remained sour—George Bernard Shaw. In 1896 he wrote, "The fact is, if Mrs. Campbell's irresistible physical gifts and her cunning eye for surface effects had only



"GREATEST PLAYWRIGHT IN THE WORLD," as Shaw called himself, was establishing his reputation as playwright when the love affair by mail started.

allowed her to look as silly as she really was in the part . . . her failure would have been as obvious to the greenest novice in the house as it was to me." He did compliment her by saying she was so dexterous she could thread a needle with her toes.

Then, 16 years later, they had their famous meeting. Shaw, now an established playwright, read his new play *Pygmalion* to her. She left him, as he described it, "head over ears in love." Thus the stage was set for an extraordinary correspondence. Shaw's contributions were of course fluent and clever; Mrs. Campbell's were briefer and far less artful, generally capricious in punctuation and sometimes in spelling (as was Shaw's, too). Her first communication to Shaw was a polite little note about the part of Liza:

"My dear Mr. Shaw,

First of all my thanks for letting me hear the play, and for thinking I can be your pretty slut. I wonder if I could please you. . . .

Yours sincerely,

B. S. Campbell"

It took less than a week of their new-found friendship to discover that their strong temperaments were going to clash. They quarreled about the actor who would play Professor Higgins. But just as nettlesome was their discussion of finances. It started inauspiciously with Shaw's favorite barefaced lie about not understanding finance:

"I dont want anything put before me. I am an artist and dont understand finance. I want my Liza and I want my Higgins. If you are unkind about them I shall sit down and cry until I get them. I wont choose between them. I must have my Liza and no other Liza. There is no other Liza and can be no other Liza. I wrote the play to have my Liza. And I must have a proper Higgins for my Liza. I wont listen to reason: I will sit there and howl. I can howl for twenty years, getting louder and louder all the time. . . . And there will be a great wave of public feeling against you for your cruelty. . . .

G.B.S."

But when business correspondence like this got too warm, Stella turned it off with a joke, as in this note about her daughter:

CONTINUED ON NEXT PAGE

When the famous British actress, Mrs. Patrick Campbell, died in 1940, her will stipulated that her correspondence with George Bernard Shaw be published. But permission from Shaw did not come until his will was read last year; and he added the request that the proceeds go toward education of Mrs. Campbell's great-grandchildren. Although Mrs. Stella M. Beech, the

actress's daughter, would "have preferred that they were not put before the public during my lifetime," she has acceded to her mother's and Shaw's wishes. The letters have now been edited for *LIFE* by the distinguished English drama critic Alan Dent, who has also prepared the collection for a book to be published next month (Copyright, 1952, Alfred A. Knopf Inc., \$5).



# "Soaping" dulls hair— Halo glorifies it!



Not a soap,  
not an oily cream—  
Halo cannot leave  
dulling soap film!



Gives fragrant  
"soft-water" lather  
—needs no  
special rinse!



Wonderfully  
mild and gentle—  
does not dry  
or irritate!



Removes  
embarrassing  
dandruff from both  
hair and scalp!



Leaves hair  
soft, manageable—  
shining with colorful  
natural highlights.  
Halo glorifies your  
hair the very first  
time you use it.



**Halo reveals the hidden beauty of your hair!**



AS SHAW'S LIZA in *Pygmalion*, Mrs. Campbell added to his laurels—and hers—playing the Cockney flower girl who is transformed into a London lady.

## SHAW-CAMPBELL LETTERS CONTINUED

"—My Stella used to sing a song which I told her was silly, and she declared was funny—your last letter reminds me more of it than your others

He's mad, mad, mad,  
He's clean gone off his nut  
He cleans his boots with strawberry jam  
And eats his hat whenever he can  
He's mad, mad, mad—"

By the summer of 1912 Stella announced that she would never play Liza (the heroine of *Pygmalion*) and flounced off to Aix-les-Bains for a holiday. Shaw went off for a holiday of his own in Germany with his wife Charlotte. Charlotte was a devoted spouse, and the Shaw marriage, which lasted 45 years, must be counted a happy one. But he called Charlotte the "green-eyed" one, perhaps because she displayed no great affection for the various actresses he flirted with. From Germany Shaw wrote to Stella:

"Stella, Stella: all the winds of the north are musical with the thousand letters I have written to you on this journey. . . .

If you by any chance leave Aix before the end of the month, let me have a line to this hotel. Charlotte will be here all the time. She gasps in rarified air whilst her sister wallows in mud at five marks per gasp and per wallow. . . . Neither of them, by the way, is in the least ill; but Charlotte wants to get thin, and her sister wants to get plump; so they have both agreed to be asthmatic and have treatments. I have taken the waters myself—one mouthful, which will suffice for the rest of my life. . . .

That doggerel of Stella's—Stellinetta's—nearly cost the life of myself and the three people I was driving; for instead of minding my work I kept composing millions of additional verses in proof whereof I send you three or four of the least poetic and most intelligible. The one profane rhyme is not my fault; jam inevitably suggests dam. . . .

He's mad! mad! mad!  
He's gone right off his chump  
He cleans his boots with strawberry jam;  
He thinks the world of my silly old mam  
Who doesn't value his plays a dam  
For they give her the blooming hump, dear girls;  
They give her the blooming hump.

G.B.S."

Ten days later, now in France, Shaw was writing her of more auto-

CONTINUED ON PAGE 69



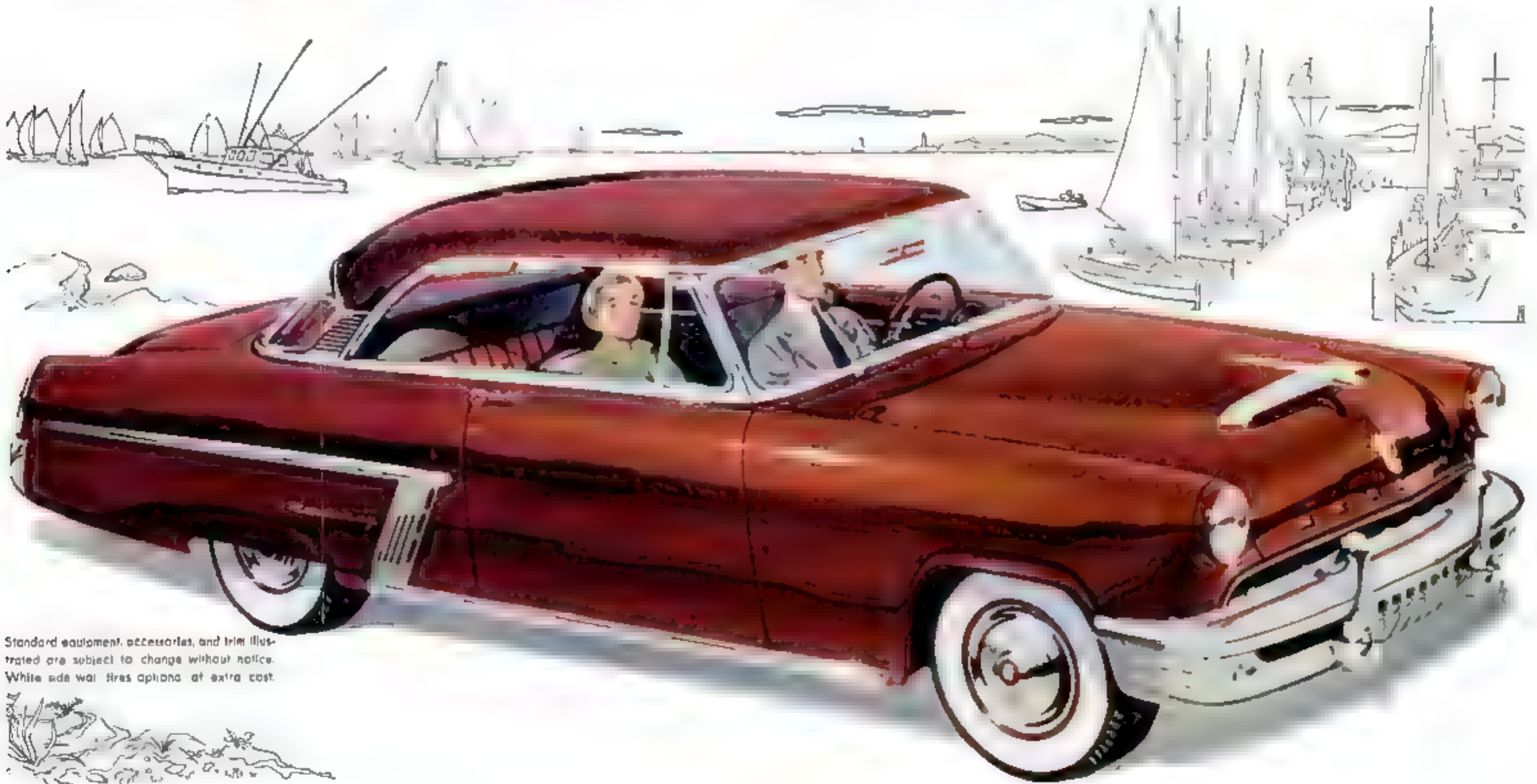
# Why not get all that's coming to you!



**ECONOMY THAT BEATS THEM ALL**—Mercury's the biggest three-time winner in the history of the Mobilgas Economy Run—twice Sweepstakes winner against all comers, three times champion of its class. And Mercury's V-8 is 12% more powerful this year!



**STYLING THAT'S YEARS AHEAD**—Mercury started with a fresh, exciting idea of car design. The results? Styling that anticipates future trends, a car that will stay fresher looking longer . . . boost Mercury's famous trade-in value even higher.



Standard equipment, accessories, and trim illustrated are subject to change without notice. White side wall tires optional at extra cost.

**EYE AMERICA'S  
NO.1 STYLING STAR**

**W**HY SETTLE for less than beauty *plus* economy, comfort *plus* performance? Meet the one car that combines them all—and then some!

This isn't just wishful talking . . . proved for the third time when Mercury, with optional overdrive, again won the Sweepstakes award in the Mobilgas Economy Run. This is the coveted No. 1 prize for the best *pound-for-pound* economy—the engineer's yardstick which measures a car's ability to give you *real* power and comfort at the lowest cost per mile.

Another Mercury extra you get at no extra cost is its *new-all-over* styling. Unlike many so-called "new" cars today, there's no mistaking Mercury for some years-ago "back number." Mercury's completely new in design. You get the latest engineering improvements, the latest in luxurious fabrics and appointments.

In short, Mercury gives you a *bigger* dollar's worth for every dollar invested. Prove this for yourself by asking your Mercury dealer for a road test today.

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# MERCURY



**TRY "AMERICA'S NO.1 ECONOMY CAR"**





*Only the Best  
is Labelled*  
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PEOPLE WHO DRINK BELLOWS  
**PARTNERS  
CHOICE**  
SELDOM CHANGE

*You might as well  
Serve the Best...*

**IT COSTS YOU NO MORE**

**BELLOWS & COMPANY**  
*Since 1830*  
*Quality beyond Question*  
**BALTIMORE**  
**MARYLAND**  
We served your grandfathers...  
and expect to serve your grandsons.





SHAW'S ACTING TALENT comes out as he shows actors how to battle in his *Androcles and the Lion*—"bawling, shouting" play he described to Stella.

### SHAW-CAMPBELL LETTERS CONTINUED

mobile difficulties, this time brought on not by careless driving but by the faulty mechanisms of the 1912 cars.

"... In a townlet some 20 miles north of Ulm, the car ruptured a vital organ. Then came all the bothers that follow such accidents—refuge in an impossible inn with no bedclothes and primitive sanitation, taking the car to pieces in a shed to find what was wrong, putting her together again, getting horses to drag her to the nearest railway station, negotiating for transport with a country station master, persuading her into a truck after baffling the plans of the shunters for smashing her by impossible methods, following her to the frontier, getting her across it through a French station and a German station (not on speaking terms); all this is simply tragic for me, who am so shy that I would rather write three plays than ask my way anywhere. ... Stella, do not ever bully me; you don't know how easily frightened I am. Women never do realize what timid weak creatures men are. ...

Your G.B.S."

As soon as he returned from his vacation, he went busily to work on a new production of *Caesar and Cleopatra*, in which Mrs. Campbell had once appeared, many years before. He sent her this note about the problems involved:

"Alas! I shall not be within reach of you on Monday or Tuesday, unless an uncontrollable transport of longing to see you tears me away from my clear duty to return to Liverpool and see them through another rehearsal of *Caesar*. The performance on Friday was a specially disastrous dress rehearsal. The intervals totalled up to 1 hour 16 minutes. Oddly enough, all the great passages went splendidly; but the details and the small change of the play went to—well, to blazes. Such dryings-up and wrong cues and the like were never heard. To my taste the climax was reached when the end of the fourth act was approaching and the stage was darkened for the discovery of the murdered Ftatateeta. Cleopatra said 'It is dark and I am lonely' with such convincing naturalness that the sympathetic electrician on the prompt porch consoled her instantly with a flood line which deluged the stage with light and sent me into a hysterical convulsion of laughter. ...

The new prologue to *Caesar*, a twenty minutes sermon, a masterpiece of Shavian rhetoric, was received with stupefaction. Then a man in the gallery said 'It's all true, though', and it was applauded reverently. ...

G.B.S."

By this time Stella was calling Shaw "Joey" (nickname for a clown), and she was familiar enough with his style of letter writing to tell him what she thought about him, in her own lively vein. This letter was written in January of 1913, shortly before Shaw was to have one of his public debates with his friendly foe, the Catholic controversialist Hilaire Belloc:

"What a vile habit to read my letters aloud. How I detest letters written for an audience—in hopes of publication after death—Lord Chesterfield Madame de Sévigné Bernard Shaw—give me the impulsive, undated, unpunctuated, unreadable letters of a Campbell. ...

CONTINUED ON NEXT PAGE

# Innovation

## in TV design by Magnavox

Now Magnavox brings that smart "airy" look of modern styling to big-picture TV. Downward slant of cabinet face and picture tube diverts annoying room reflections to the floor. Optical filter eliminates glare, improves picture contrast. Superb Magnavox high-fidelity sound heightens realism, matches bigness of Magnavox pictures. All-channel Magnavox UHF tuner readily installed within cabinet. See your classified telephone directory for the dealer nearest you. Magnavox prices start at \$239.50.

The Magnavox Company, Fort Wayne 4, Indiana



THE CONSTELLATION 21, with 21-inch screen. In oak, \$299.50; in mahogany, \$289.50. Wrought iron or matching wood base at slight additional cost

*Innovation*  
**Magnavox**  
*television*



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A chlorophyll toothpaste can do wonders—if it contains enough active chlorophyll. Chlorodent gives you up to 5 times more active chlorophyll!

**VISIBLE PROOF!**  
Chlorodent tints your brush with the deep, rich green of chlorophyll itself. This proves you are getting active chlorophyll—up to 5 times more! Only the Chlorodent formula gives you such dramatic proof.

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**Chlorodent**  
CHLOROPHYLL TOOTHPASTE

**LARGE SIZE 43¢**  
**GIANT SIZE 69¢**

**GIVES YOU A Clean Fresh Mouth All Day Long!**

To have a clean, fresh mouth all day, insist on *Chlorodent*. It gives you up to 5 times more active chlorophyll... you can be sure you're getting chlorophyll's miracle benefits.

## New freedom from MOUTH ODORS!



In hundreds of tests, Chlorodent stopped mouth odor for hours... far longer than white toothpaste. By using Chlorodent regularly—preferably after meals—you can be free of mouth odor all day!

## Keeps teeth CLEANEST!

Leading dental scientists tested major dentifrices—chlorophyll, ammoniated and regular. Actual color photos proved that Chlorodent's cleansing agent was the most effective!



## Half of all tooth losses caused by

### GUM TROUBLES!

It pays to remember that Chlorodent promotes the growth of firm, healthy-pink tissue. If you have tender gums, you will want to see your dentist and use Chlorodent for its fast relief of this condition.

## Fights TOOTH DECAY!

Chlorodent reduces the amount of mouth acids formed that "eat" into tooth enamel... and the bacteria which cause them. And Chlorodent keeps teeth so clean that bacteria find it difficult to multiply. No other toothpaste offers better protection.



No other dentifrice maker can offer you all these benefits. That's because the Chlorodent active-chlorophyll formula is patented (Pat. No. 2216816). So be sure to ask for Chlorodent by name!



**In tooth powder, too!**  
You can get the miracle benefits of Chlorodent also in tooth powder. Cool, fresh flavor. Ask for Chlorodent Chlorophyll Tooth Powder today.

## UNCONDITIONAL GUARANTEE

We think you'll find Chlorodent the finest dentifrice you ever used. If you don't agree, return unused portion to Lever Brothers Company, New York. We'll refund purchase price plus postage!

# Chlorodent

WORLD'S LARGEST-SELLING CHLOROPHYLL TOOTHPASTE

## SHAW-CAMPBELL LETTERS CONTINUED

I tell you again and again you can find heaps and heaps of Elizas—but you will find only one who will put the touch of song into her—the touch of the universal rhythm...

... If you read a single word of this letter aloud,—may you lose the power of speech just when you are about to crumple Belloc up...

Stella"

That winter Shaw's mother died at the age of 83. She was a decorous, kindly woman who had eked out the family income by giving singing lessons and whom he had been able to keep in comfort for the last 10 years of her life. "We lived together," he said, "until I was 42 years old, absolutely without the smallest friction of any kind, yet when her death set me to thinking curiously about our relations, I realized that I knew very little about her." A fanatical enemy of burial in the earth, he had her cremated, with only his friend Granville Barker in attendance. He agreed to a Church of England service, though neither his mother nor he went to that church or any other, for two reasons according to his biographer, Hesketh Pearson: 1) he felt that as between one professional man and another he could not decently do the chaplain out of his fee; and 2) he wanted to test the service by its effect on himself. The effect he promptly put down on paper for Stella's benefit:



MOTHER was photographed by Shaw just before she died.

"What a day! I must write to you about it..."

Why does a funeral always sharpen one's sense of humor and rouse one's spirits? This one was a complete success. No burial horrors. No mourners in black, snivelling and wallowing in induced grief. Nobody knew except myself, Granville Barker and the undertaker. Since I could not have a splendid procession with lovely colors and flashing life and triumphant music, it was best with us three. I particularly mention the undertaker because the humour of the occasion began with him. I went down in the tube to Golders Green with Barker, and walked to the Crematorium; and there came also the undertaker presently with his hearse, which had walked (the horse did) conscientiously at a funeral pace through the cold; though my mother would have preferred an invigorating trot. The undertaker approached me in the character of a man shattered with grief; and I, hard as nails and in loyalty high spirits (rejoicing irrepressibly in my mother's memory), tried to convey to him that this professional chicanery, as I took it to be, was quite unnecessary. And lo! it wasn't professional chicanery at all. He had done all sorts of work for her for years, and was actually and really in a state about losing her, not merely as a customer, but as a person he liked and was accustomed to. And the coffin was covered with violet cloth—no black.

I must rewrite that burial service; for there are things in it that are deadlier than anyone it has ever been read over; but I had it read not only because the parson must live by his fees, but because with all its drawbacks it is the most beautiful thing that can be read as yet. And the parson did not gabble and hurry in the horrible manner common on such occasions. With Barker and myself for his congregation (and Mamma) he did it with his utmost feeling and sincerity. We could have made him perfect technically in two rehearsals; but he was excellent as it was; and I shook his hand with unaffected gratitude in my best manner.

At the passage 'earth to earth, ashes to ashes, dust to dust,' there was a little alteration of the words to suit the process. A door opened in the wall; and the violet coffin mysteriously passed out through it and vanished as it closed. People think that door the door of the furnace; but it isn't. I went behind the scenes at the end of the service and saw the real thing. People are afraid to see it; but it is wonderful. I found there the violet coffin opposite another door, a real unmistakable furnace door. When it lifted there was a plain little chamber of cement and firebrick. No heat. No noise. No roaring draught. No flame. No fuel. It looked cool, clean, sunny, though no sun could get there. You would have walked in or put your hand in without misgiving. Then the violet coffin moved again and went in, feet first. And behold! The feet burst miraculously into streaming ribbons of garnet colored flame, smokeless and eager, like pentecostal tongues, and as the whole

CONTINUED ON PAGE 72



# LEWYT

## NO DUST BAG TO EMPTY!

**WORLD'S  
MOST MODERN  
VACUUM  
CLEANER**



*"MOTHERS! NO DUST ESCAPES  
FOR BABY TO BREATHE!"*

**IT'S QUIET**

*LISTEN...NO ROAR!*



**IT'S POWERFUL**

*FEEL THAT SUCTION!*



**NO LEAKING DUST**

*CLEAN WITHOUT HEALTH HAZARD!*



- **No muss! No fuss!** You never see or touch dirt! Simply toss out Lewyt's extra-big paper "Speed Sak" a few times a year!
- **No whining roar!** Peripheral-Silencer hushes Lewyt to a gentle hum! It's by far the quietest cleaner of all!
- **Powerful over-size motor** plus Twin-Turbo Fan creates terrific suction, gets more embedded dirt!
- **Famous No. 80 Carpet Nozzle** with its automatic comb-valve and floating brush whisks up threads, lint, hair—all with less rug wear!
- **Micro-Dust Filter System!** Microscope tests prove dust particles even smaller than 4 100,000 of an inch can't leak out! No wonder hospitals and allergy-sufferers prefer the Lewyt!

- **Cleans in 32-foot radius** from one outlet! Swivels from center of room for wall-to-wall cleaning! So light, compact!
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- **Backed by written Guarantee** and 64 years' precision manufacturing! Video-Pak avoids radio-TV interference!
- **Complete with all attachments!** No extras to buy! No. 80 Carpet Nozzle; Dusting Brush; Crevice Tool; Floor-Wall Brush; Upholstery Nozzle; Power Sprayer; Moth Snuffocator!
- **Greatest dollar-value!** No other cleaner has so many features and costs so little! See the Lewyt today! Your nearest dealer is under "vacuum cleaners" in your phone book!



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Stop at this display for just 10 seconds and let your dealer show you the revolutionary advantages of the Lewyt Vacuum Cleaner! Discover how to cut house-cleaning time in half!



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A TOTALLY NEW IDEA in expansion watch bands for men... designed to add a new look of elegance to your watch! The LORD CHESTERFIELD has all the character and richness of genuine leather, the luxury of gold, the comfort and convenience of an expansion band.

See the LORD CHESTERFIELD at your jeweler now. Place it around your wrist and you'll agree... it's the handsomest band in the land.

\*GOLD-FILLED FRAMES with inlays of genuine alligator (brown, black, rust or tan). Stainless steel back. Fed. Tax Incl. **\$10.95**

NON-CORROSIVE STAINLESS STEEL FRAMES with inlays of genuine alligator (brown or black)..... **\$6.95**



**LEATHER NEVER TOUCHES YOUR SKIN** because the inlays of leather are set in frames that have non-corrosive, stainless steel backs. Unlike all-leather straps, the leather inlays won't discolor, stiffen or pick up unpleasant odors.

**\*MORE GOLD FOR YOUR MONEY!** LORD CHESTERFIELD, like all J-B expansion watch bands has a heavier overlay of gold for longer wear and lasting beauty of each golden frame.

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Your Jeweler or Watchmaker will attach your LORD CHESTERFIELD, without charge.

## SHAW-CAMPBELL LETTERS CONTINUED

coffin passed in it sprang into flame all over; and my mother became that beautiful fire.

The door fell; and they said that if we wanted to see it all through, we should come back in an hour and a half. I remembered the wasted little figure with the wonderful face, and said 'Too long' to myself; but we went off and looked at the Hampstead Garden Suburb (in which I have shares), and telephoned messages to the theater, and bought books, and enjoyed ourselves generally....

... The end was wildly funny, she would have enjoyed it enormously. When we returned we looked down through an opening in the floor to a lower floor close below. There we saw a roomy kitchen, with a big cement table and two cooks busy at it. They had little tongs in their hands, and they were deftly and busily picking nails and scraps of coffin handles out of Mamma's dainty little heap of ashes and samples of bone. Mamma herself being at that moment leaning over besides me, shaking with laughter. Then they swept her up into a sieve, and shook her out; so that there was a heap of dust and a heap of calcined bone scraps. And Mamma said in my ear, 'Which of the two heaps is me, I wonder!'

And that merry episode was the end, except for making dust of the bone scraps and scattering them on a flower bed.

O grave, where is thy victory?

And so goodnight, friend who understands about one's mother, and other things.

G.B.S."

Her reply was characteristically unexpected:

"... I drove to the Zoo... I patted and kissed a cheetah—and made roaring noises at a lion and stroked a penguin.

How calm a day when you don't see that popular actress!

I have been thinking a great deal and 'setting myself before myself' and lo! I find I adore sentiment—the sentiment of love—of youth, of religion, of babies, of nursery fires, and a thousand things—oh dear—oh dear—dear dear—dear—all roads lead to the hole in the ground or the door in the oven.

I'm stumped

Stella"

To which he answered on the same day:

"Cruel stony hearted wretch, snatcher of bread from a starving child, how had you the heart? how could you? Do you know what it means to me? I want my plaything that I am to throw away. I want my Virgin Mother enthroned in heaven. I want my Italian peasant woman. I want my rapsallionly fellow vagabond. I want my dark lady. I want my angel—I want my tempter. I want my Freia with her apples. I want the lighter of my seven lamps of beauty, honor, laughter, music, love, life and immortality. I want my inspiration, my folly, my happiness, my divinity, my madness, my selfishness, my final sanity and sanctification, my transfiguration, my purification, my light across the sea, my palm across the desert, my garden of lovely flowers, my million nameless joys, my day's wage, my night's dream, my darling and my star....

Very well; I will stay away, I will forget, I will drudge, I will do without, I will grind out articles and speeches amid the ruins of my temples and the fallen leaves of my trees. I will do my duty and relieve it with hideous laughter, joyless, hard, dead.

Friday, Saturday, Sunday, Monday, not a moment, not a chance, not a possibility, four eternities:

O cruel, cruel, cruel, cruel, have you no heart at all?

G.B.S."

It was in the spring of 1913 when friendship of Stella and Joey approached its emotional climax. How climactic that was can never be known. Shaw insisted to his biographer that his relations with Mrs. Campbell were "strangely innocent." Mrs. Campbell wrote in her autobiography, "Though he wrote and talked as if no other consideration existed in the world except his regard for me, his work, his endless political lectures and committees, and his very well regulated house came before everything. Whatever might betide, Charlotte [Mrs. Shaw] must not be kept waiting ten minutes."

Shaw had only scorn for traditional sexual morality. "The ideal love affair is one conducted by post," he said once. And on another occasion: "I am fond of women (or one in a thousand, say); but I am in earnest about quite other things." That Stella too was far from swept up in a great romantic love affair is indicated by the fact that she married her second husband, George Cornwallis-West, while her correspondence with Shaw was at its most fervent pitch. Here are some specimen letters from this period:

"I tried to read *The Case for Socialism* but I heard a thrush singing all the while....

CONTINUED ON PAGE 14



# DOES YOUR MAN EVER

## FORGET?



The story of how we once pleased women by being forgetful—but only once!

*Men!* They forget to hang up their pajamas. Won't wear their rubbers unless you remind them. Bring you an anniversary present a week late—along with a sheepish grin.

We know, because a lot of us at Procter & Gamble are men, too. And maybe, like your man, we excuse ourselves by telling our wives how all-fired efficient we are at work.

Maybe so—but we did forget, once.

*Back in the '70's, a P&G workman forgot to turn off the crutcher (that's a soap mixer) during his lunch hour. The device went merrily on its way. Tiny air bubbles developed in the mixture and the soap floated. We called it Ivory—the first floating soap.*

There's a case where we made progress by a happy accident. But accidents don't play much part in our business today. Progress for us now comes through constantly *trying to please*.

Last year, for instance, we washed the equivalent of 10,000 shirts to find out how much a new ingredient really improved Duz. Research like this—to make our products constantly better and to discover new ones—is the sole job of 6 out of every 100 P&G people.

Work like this may seem above and beyond the soapmaker's call of duty. But our business is run to please women. And we succeed only as long as we do a better job than the next fellow.

That's one thing we *never* forget.

**Progress Through Constantly Trying to Please**



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TIDE • DUZ • OXYDOL • CHEER • JOY • SPIC AND SPAN  
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You're lovely-to-look-at even in close-ups, with **Solitair**  
cake make-up

*Contains Lanolin*

Your most important moments are in "close-ups" . . . the very times when little skin faults are noticed most. Often, they show right through your make-up, in close-ups. But not if you wear Solitair.

Solitair conceals each little skin imperfection. Your complexion looks flawlessly lovely—yet completely natural . . . never "mask-like."

No other make-up gives you Solitair-beauty in close-ups! Try it . . . see the wonderful difference Solitair makes in *your* complexion!

*Make this test: Look in your mirror, close-up. Can you see little skin-faults through your make-up? You won't (he won't!) if you wear Solitair!*

**New and Wonderful!**  
Solitair Lotion for all-over skin beauty—ocean-blue, creamy-rich, lusciously scented . . . only 39¢ and 73¢



Only clinically tested make-up leading skin specialists confirm will not clog pores. 1.00, 60¢, 30¢





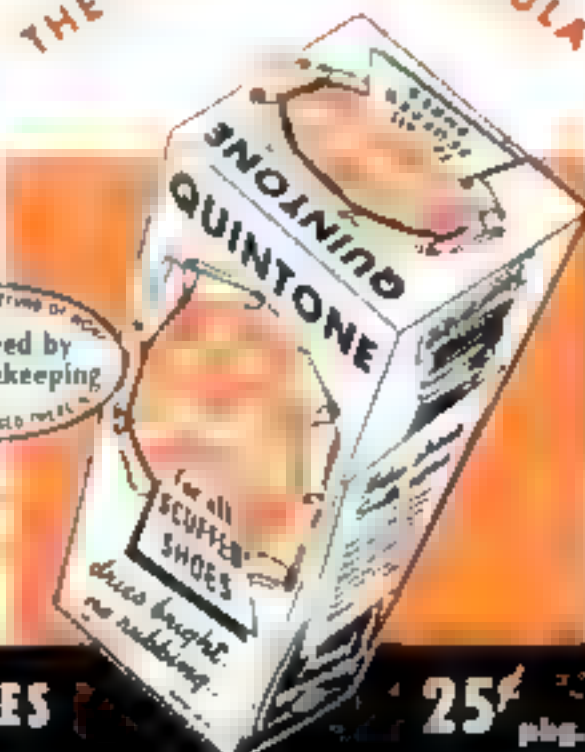
## SEEING IS BELIEVING!

See for yourself how SCUFFY makes the shabbiest scuffed shoes look like new — for less than a penny a treatment! SCUFFY covers and colors scuffs — shines as it dries — with no rubbing!

So amazingly different, you have to try SCUFFY to believe it! Used by millions. . . . All popular colors — only 25c!

**\*FULLY GUARANTEED!** If, after trying SCUFFY, you are not completely satisfied, return the empty carton to K. J. Quinn & Co., Inc., Malden, Mass., and your purchase price will be promptly refunded!

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Guaranteed by Good Housekeeping

AT LEADING GROCERY & 10c STORES

25¢

## SHAW-CAMPBELL LETTERS CONTINUED

To hell with your chaplain and his tragic gentleness! The next shell will perhaps blow *him* to bits; and some other chaplain will write such a nice letter to *his* mother. Such nice letters! Such nice little notices in the papers! Gratifying, isn't it? Consoling. It only needs a letter from the king to make me feel that the shell was a blessing in disguise. No: don't show me the letter. But I should very much like to have a nice talk with that dear chaplain, that sweet sky pilot, that—

No use going on like this, Stella. Wait for a week; and then I shall be very clever and broadminded again, and have forgotten all about him. I shall be quite as nice as the chaplain.

Oh damn, damn, damn, damn, damn, damn, damn, damn, D A M N

D A M N !

And oh, dear, dear, dear, dear, dear, dearest!

G.B.S."

After the war Stella made a stab at playing Lady Macbeth with the American actor, James K. Hackett. Shaw promptly sent her his advice:

"Belovedest

When you play Shakespear, don't worry about the character, but go for the music. It was by word music that he expressed what he wanted to express; and if you get the music right, the whole thing will come right. . . .

If you want to know the truth about Lady Macbeth's character, she hasn't one. There never was no such person. She says things that will set people's imagination to work if she says them in the right way: that is all. I know: I do it myself. You ought to know: you set people's imaginations to work, don't you? Though you know very well that what they imagine is not there, and that when they believe you are thinking ineffable things you are only wondering whether it would be considered vulgar to have shrimps for tea, or whether you could seduce me into ruining my next play by giving you a part in it. . . .

. . . Oh, if only I could get a good grip of your hair and drag you three times round Tedworth Square by it, you would get a faint idea of how I feel about you professionally. . . .

G.B.S."

About this time Stella began to write her memoirs and got a huge advance—£2,000—from a publisher, largely on the assurance that she could include a fabulous number of love letters from many famous people, including a duke, a painter, Sir James Barrie, the author of *Peter Pan*, and Shaw. Unfortunately the Copyright Act prevented her from using most of the letters, and nobody would help her out but Shaw and Barrie. This led to the most acrimonious battle the two had ever had, in which Shaw and Stella debated the question of printing personal letters. It began with a note from Stella:

"Joey—I have had a letter from a publisher that I would very much like your opinion upon. . . .

Please be a little kind to me. I have stood your unkindness and your grumbling so bravely.

Stella"

Shaw instantly replied:

"Let nothing induce you to accept a publisher's contract without expert advice: *all* publishers' contracts are booby traps. Giving you a week to decide—in other words, trying to rush you—is an ultimatum which you may receive with the thumb to the nose.

What have you written? Your life or mine or both?

This new stunt about your bearing my unkindness bravely takes my breath away. I am the greatest playwright in the world; and I have been treated by an actress as no dog was ever treated by the most brutal trainer; and she complains of *my* unkindness. . . .

Belovedest: I *can't* put you into the cast of *Heartbreak House*. You have intimidated me far too completely. I had rather fight Carpentier. And the rest of the cast, the manager and the backers, would go on strike at once. What I dare not face, nobody else with any sense is likely to take on. You must take a theater, write your own plays, and train a company of orphan apprentices to act with you.

Ever

G.B.S."

Further pleas from her brought only such answers as this:

". . . You say that you will behave like a perfect gentleman. Well, a gentleman does not kiss and tell; so that settles *that*.

I am writing some autobiographical sketches for the proposed

CONTINUED ON PAGE 21



A *wee* flavor...



at a wee price!  
new Butterscotch



The candy with the hole... still only 5¢

THE TRADE MARK "LIFE SAVERS" IDENTIFIES THE CANDY WITH THE HOLE™ MADE EXCLUSIVELY BY LIFE SAVERS CORP. IN THE UNITED STATES AND BY LIFE SAVERS LIMITED IN CANADA



# *Costs Less Than A Dime A*



STOP, LOOK AND LISTEN TO  
"The Adventures of Ozzie and Harriet"

Even if you're not a fan of the show, you'll love the AB television and radio network's new color film paper for home and studio.



**Day To Own And Operate!\***

# Hotpoint

## Automatic Dishwasher

**Ends Your Wife's Most Disagreeable Task Forever!**  
**... Saves More Time And Work Than All Other**  
**Kitchen Appliances Combined!... Double Washes,**  
**Double Rinses And Dries Dishes Automatically!**

**HERE'S** the greatest work-saving bargain a dime a day ever bought—a Hotpoint Automatic Dishwasher!

● ● You merely turn a dial and up to 62 dirty dishes, glasses, pots and pans—plus silverware—are washed sparkling clean, rinsed and dried automatically!

● ● \*Yes, and a Hotpoint Dishwasher does all this for less than 10¢ a day more than doing dishes by hand!

● ● That's actually all it costs over the years—including purchase price, installation, electricity, **EVERYTHING!**

● ● Recognized by engineers everywhere as by far the finest, the Hotpoint Automatic is the *only* dishwasher that *double washes, double rinses and dries* dishes in germ-free electric heat.

● ● Exclusive top-rotary spray and built-in heat booster assure greater efficiency. And Hotpoint's famous front-

opening design permits easier loading and gives you over four square feet of extra counter-high working surface!

● ● Your choice of three models—under-counter style (large picture), electric sink (right) and 27" free-standing model. All are moderately priced—with convenient monthly terms, if desired.

● ● See them at your nearest Hotpoint dealer's†. Hotpoint Co. (A Division of General Electric Company), 5600 West Taylor Street, Chicago 44, Illinois.

### New Quiknect Models Cut Installation Costs To Bone!

Hotpoint Automatic Dishwashers are now also available *pre-plumbed*—with all complicated plumbing connections made in advance at factory. Easier, faster, more economical to install. Ask your Hotpoint dealer for full details.

†See classified phone directory for dealers' names.



● Deluxe Hotpoint Electric Sink combines *three* great work-savers in a single unit—Hotpoint Dishwasher, Disposall and streamlined cabinet sink. (Also available without Disposall.)



● Famous Hotpoint Disposall frees you once and for all from messy garbage! All food wastes—even hard bones—are automatically pulverized and flushed down drain! Safe, odorless, sanitary—easily installed in almost any sink.

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**Look To Hotpoint For The Finest... FIRST!**

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS





## What makes baby's appetite grow?

### GERBER'S STRAINED FOODS FOR BABY

#### MEATS, made from selected Armour cuts

Beef • Liver • Pork  
Veal • Lamb • Beef Heart

#### VEGETABLES AND SOUPS

Spinach • Carrots  
Green Beans • Beets  
Sweet Potatoes • Peas  
Squash  
Mixed Vegetables  
Chicken Soup  
Vegetables and Liver  
Vegetables and Lamb  
Vegetables and Beef  
Vegetables and Bacon

#### FRUITS AND DESSERTS

Pears • Prunes  
Peaches • Applesauce  
Pears and Pineapple  
Apricot-Applesauce  
Apricots with Farina  
Plums with Tapioca  
Orange Pudding  
Chocolate Pudding  
Vanilla Custard Pudding



**AT FIRST**, your cherub's hunger just naturally grows! But it's surprising how a healthy appetite can lag—unless Mommy takes a hand to keep baby really *interested* in eating.

You see, by the time your baby starts on strained foods, he also starts to develop a greater sense of color and taste. So you'll notice that the more different varieties of Gerber's Strained Foods you give him, the more his appetite perks up. For Gerber's make a really *complete* choice for your little one's meal-times. And Gerber's take extra-special care to keep the tempting, natural color of each and every food . . . and the appetizing, individual true flavor, too!

Remember that Gerber's are also famous for the smooth-as-smooth texture that your baby enjoys . . . the wholesome goodness that you and your doctor look for.



Babies are our business  
...our only business!



# Gerber's

## BABY FOODS

4 CEREALS • 40 STRAINED & JUNIOR FOODS • 10 MEATS

Gerber's Baby Foods, Fremont, Mich., Oakland, Calif., Rochester, N. Y., Niagara Falls, Canada





**SHAW AND WIFE** Charlotte were a domesticated, devoted couple. Because she was camera shy, pictures like this early one of them at home are rare.

### SHAW-CAMPBELL LETTERS CONTINUED

Collected edition of my work. Suppose I put in your most intimate letters! Would any plea that I had your leave to do it save me from being put down as an inconceivable cad and coxcomb, without any sense of your old pet virtue: good taste?

Another hypothesis. Round about 1895 or so, I wrote a wonderful string of love letters to Ellen Terry, and got a wonderful string of replies from her. Ellen afterwards wrote her memoirs, and wrote them very well. Ellen must have bushels of love letters; . . . and she has been adored by all the poets of her day. There is not a line in her book that was meant for her eye alone, or that could make mischief in any household. . . .

. . . I quite understand your intense reluctance to let me see the whole book. You are quite right in foreseeing that I shall ruthlessly tear it to pieces, cutting out all the notices with which actresses plaster their books (not a line in Ellen's except the Oscar Wilde sonnet), all your little snobberies—'Darling: come to tea at Marlborough tomorrow; Alexandra: P.S. Edward sends his love' and so on. I shall have to connect your titbits into dignified paragraphs. . . . In short, I shall probably have to rewrite the whole damned thing . . . if you send me *all* the letters that survive, it may be possible to work in quite a good deal of them harmlessly and amusingly. But you cannot do that yourself or you would never have sent me that budget (the cruelty of making me read it!) and proposed to insert it chock-a-block. There is one passage on which George could get a divorce, though it is really quite innocent. And several perfectly uninteresting things about hours and appointments which would nevertheless give the greatest pain to Charlotte for nothing. . . .

G.B.S."

"Joey— . . . Any letters of mine you may publish, if you will correct the grammar and see to the punctuation. . . . I *long* for you to see the 'whole book' and to damn it—only not at Ayot, or 10 Adelphi Terrace.

It would not take you more than two hours to read. I would come up to London. Shall I? . . .

My love to you  
Stella"

"Now God defend me from idiots!

I might just as well write essays on Relativity to a female kingfisher.

Send me your proofs when you get them. I will then tell you, brutally and dogmatically, what you may say and what you may not. The situation is new to you. You have been before the public for sixty years or so; but during that time you have never uttered a word to it that has not been put into your mouth by somebody else. You have therefore never learnt the rules or acquired the sense of responsibility of authorship. And, owing to abysmal deficiencies in your nature, you never will. So you must do what you are told.

Out of all patience—G.B.S."

"Dear Joey

I may be an ignorant 'Kingfisher,' but nothing will induce me

CONTINUED ON NEXT PAGE

observe the FACE



the grace of the HANDS



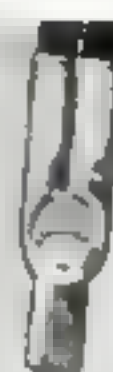
the precision of the MOVEMENT



of these distinguished WATCHES

# GIRARD PERREGAUX

*Fine watches since 1791*



30 Rockefeller Plaza New York 20, N.Y.

Man's Watch: \$67.50 Fed. Tax Incl.

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Both: Gold Filled, 17 Jewels.

Others from \$45 to \$3000

OFFICIAL WATCH OF CAPITAL AIRLINES 





OF LEADING SPRAY DEODORANTS  
**ONLY Mennen HAS ALL 4!**

Brand	1 Checks Perspiration	2 Special Deodorizing Agent*	3 Special Drying Agent	4 Type of Scent
Mennen	YES	YES	YES	Crisp, Masculine
SPRAY B	YES	NO	NO	Sweet Perfume
SPRAY C	YES	NO	NO	Sweet Perfume

\*Permatec



Men, guard against perspiration odors! Mennen Spray Deodorant... longer-lasting protection, thanks to special ingredient Permatec. Crisp, masculine scent. Quick—"Just squeeze, it sprays!" Large size 59¢. New giant economy size 98¢—saves you 20¢. At your favorite drug counter today!

**P.S.** Smart women everywhere are switching to Mennen Spray Deodorant for complete protection. Try a bottle — you'll like it!

**Mennen**  
 Spray Deodorant  
**FOR MEN**



OTHER ACTRESS FRIENDS were (from left) Ellen Terry, Sybil Thorne-dike, Edith Evans. Ellen Terry also had fervent correspondence with G.B.S.

**SHAW-CAMPBELL LETTERS** CONTINUED

to send you my proofs to Ayot or to 10 Adelphi Terrace. But I will go through them with you anywhere you like.

I have the proofs here, and I must admit your letters in print seem more of a joke against me than ever, but delightful reading. My book is obviously the work of an inexperienced sentimental, elderly lady—with gentlemanly feelings—and it is a little interesting and unusual. Your letters are of course its illumination.

Please return the wage with all your 'cuts' of those things that would 'hurt Charlotte' and 'give George reason for divorcing me'....

My love to you.  
 Stella"

"Stella, Stella...

Remember: you start from the position that the publication of intimate letters that were never intended for publication is not permissible among persons of honour. If they are love letters the difficulty is decupled, centupled, multiplied. If they are love letters from a married man to a woman who is not his wife, and who is engaged at the time to another man whom she has subsequently married, the difficulty becomes a wild impossibility: if the man publishes them he is a blackguard: if the woman publishes them she is a rotter and a courtesan.

When I had cut out what I found impossible, and fitted in the rest suitably, I should hand the thing to Charlotte and ask her to read it for me and say whether there was anything offensive to her in it, or anything that in her judgment you ought not for your own sake to divulge.

But this is exactly what you (very naturally) do not want to do. To have your own story of your own life censored by another woman is just what your sort of pride and mistrust cannot stomach. ... G.B.S."

"Well, there is nothing left for me to do but to hit you back with the poker, holding it with both my hands—having no respect for your few remaining transparent hairs—and to hit you flat dead.

I am going to publish exactly what I like—if you didn't mean what you wrote about *Macbeth*, you shouldn't have written it. ...

Be thankful if I cut enough out, and leave enough in, so that you dare face the public again. Start saying your prayers.

I have your letter giving me *absolute permission*—and I have all the hundreds of other letters and postcards.

So you be civil.

It's no use being a gentleman with you—

You are one of those who only respect people who behave worse than you do yourself—I am *ashamed* of you—and the **AWFUL** thing is, you have ceased to amuse me. ...

Next time you try and fascinate an actress, don't use her as a means of teasing Charlotte—that was the ugliest thing you did.

You don't amuse me. ...

A man who *revokes*—and then uses the poker on the other man—is—well—an *Irishman*.

Stella"

This blast reduced Shaw to a half-pleading letter in which he asked, "You can be dignified sometimes—beautifully dignified. Why do you want to be ridiculous and scandalous?" Stella's letter was remonstrative; but it was acrimonious too, with signs of hurt bitterness. Evidently they both saw that their great literary passion was now cooling off.

"Don't be devilish Joey. You know quite well what I mean.

I longed for you to look through it all and guide and chide within reason. You insulted me, and flattened it out into a pancake—And I wished you and your letters in hell—I have dozens of your letters



*Watch Jeannie, family verse-hound,  
She writes verse every day,  
Likes the "Magic" Margin  
Which sets so instant-lay.*

"Magic" Margin, the greatest typewriter improvement in years. Sets left and right margins automatically. Only Royal has it!

*Here's Kenny, family thinker,  
Wants to write it down,  
Royal's Speed-King Keyboard  
Helps him go to town.*

Fingers move rabbit-quick on those nonglare, plastic keys. Royal is holder of World's Portable Speed Championship.

*Look at Mom write club notes,  
Now no trouble at all,  
Royal's High Speed Action  
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Royal's High Speed Key Action frees your mind. Helps cut down errors. Makes typing a pleasure.

*See Dad. He often travels,  
Luggage must look slick,  
So the Contour Case of Royal  
Neatly turns the trick.*

The new, revolutionary Contour Case is a dream. A swell-looking job. When closing case, cover automatically centers carriage.

*And lastly, there's Aunt Susie,  
Who wants a feather-touch,  
"Touch Control" is part of Royal,  
She likes it very much.*

See your local Royal Portable dealer today! Terms as low as \$1.25 a week. Ask about trade-in allowances. Royals come in two colors, gray or Royal Tan.

*Everybody in the family  
needs and uses a*

**ROYAL**

**World's No. 1 Portable**

**High School  
Fellas and Gals!**

206 chances to win in \$4525 Prize Contest. First prize, \$200 cash and Royal Portable Gold Typewriter. Complete details at your Royal dealer's or in Oct. 24 issue "Scholastic Magazine."

"Magic" and "Touch Control" are registered trade-marks of Royal Typewriter Company, Inc.





## Just 1 minute, Young Lady!

We overheard that plaint . . . "If my hair looks such a mess *one more* night, I'll kill myself!" So give us *one* minute! Because Charles Antell guarantees that in just one minute Formula 9 will give you healthier-looking, more beautiful hair. And this guarantee is unconditional!

Frankly, you're going to use something on your hair. Everyone does. From men who use greasy, sticky, dust-catching pastes (that fool nobody!) . . . to girls who use vegetable and mineral oils which cling and stay only on hair surface and do no real good at all. So, men and women, why not quit kidding yourselves? What you need is something similar to the natural oil which assures the health and beauty of your own hair. Only lanolin is exactly that! And you get the most and best of lanolin that your hair can absorb only in Charles Antell Formula 9. This "penetrating lanolin" compound brings your hair new highlights, liveliness, shapeliness, and loveliness almost instantly. And it must work for you as it has for millions of other men and women, or you can get more than your money back. The Antell "minute miracle" is proof positive! Never before have so many people found so great a help for so much improvement in *healthy-hair* beauty in so short a time.

So go to your nearest drug, chain, department store, or supermarket today and get Formula 9. And remember, your progressive barber or beauty shop can give you professional hair care with Charles Antell Formula 9 and Shampoo, too.

# Charles Antell

### FORMULA 9 and SHAMPOO

During this introduction, the regular size Formula 9 plus the gift of the regular 8 oz. shampoo costs only \$2. And the large family size, plus gift of 16 oz. shampoo, costs only \$3. If for any reason you return the Formula 9 and get your money back, *keep* the gift shampoo . . . and you have, "more than your money back!"



## SHAW-CAMPBELL LETTERS CONTINUED

that no-one has read. I was far too proud, after your madness to show you the book,—and I hope you will never read it! I have never said you were in love with me, for the good reason that I never believed you were. In love with making a fool of me—yes. . . .  
Stella"

Stella Campbell published her autobiography in 1922, and included a very small selection of Shaw's letters, adding "His wildest letters I do not give." For the next 18 years the record is melancholy. Except for one great success in 1929 in G. B. Stern's *The Matriarch*, she frittered away her talent in inferior plays or in revivals of her past triumphs. When she went to Hollywood and got nothing but minor parts in unimportant films, Alexander Woollcott wrote about her, "Her failure to be polite took on the proportions of a magnificent gesture. She was like a sinking ship firing on the rescuers." She replied in style with a New Year's telegram, "SEASONS GREETINGS DEAR MR. WOOLLCOTT THANK YOU FOR YOUR BEWITCHING INACCURACIES I AM NOT AS NICE AS ALL THAT. STELLA CAMPBELL."

She died in 1940. But in her last years her correspondence with Shaw was fitful. It showed that she was badly off financially, and that while she declined, Shaw kept right on gaining popularity—but with other actresses to triumph in his new plays. In 1923 his *Back to Methuselah* came out with Edith Evans. In 1924 he made a greater hit with *St. Joan*, starring Sybil Thorndike as Joan and Lyall Swete as Warwick. A telegram from Stella came to Shaw the night of the opening, and he answered her at once:

"Then you still live! . . . Are you quite well? and are you making plenty of money? and have you still the cottage at Ormskirk? and has your virgin loveliness really come back? and do you remember Tristan and Isolde and forget all our stupid conflicts? and did the book get you out of debt? and—and—and—and—what sort of life are you having generally?"

I shall be 68 in July: that is about all MY news, except what you may read in the papers.

G.B.S."

When, in 1927, the old letters were up for discussion again, the harsh words of the past were soothed by their reminiscences of their love affair by mail. Shaw wrote:

"Dear Unforgotten

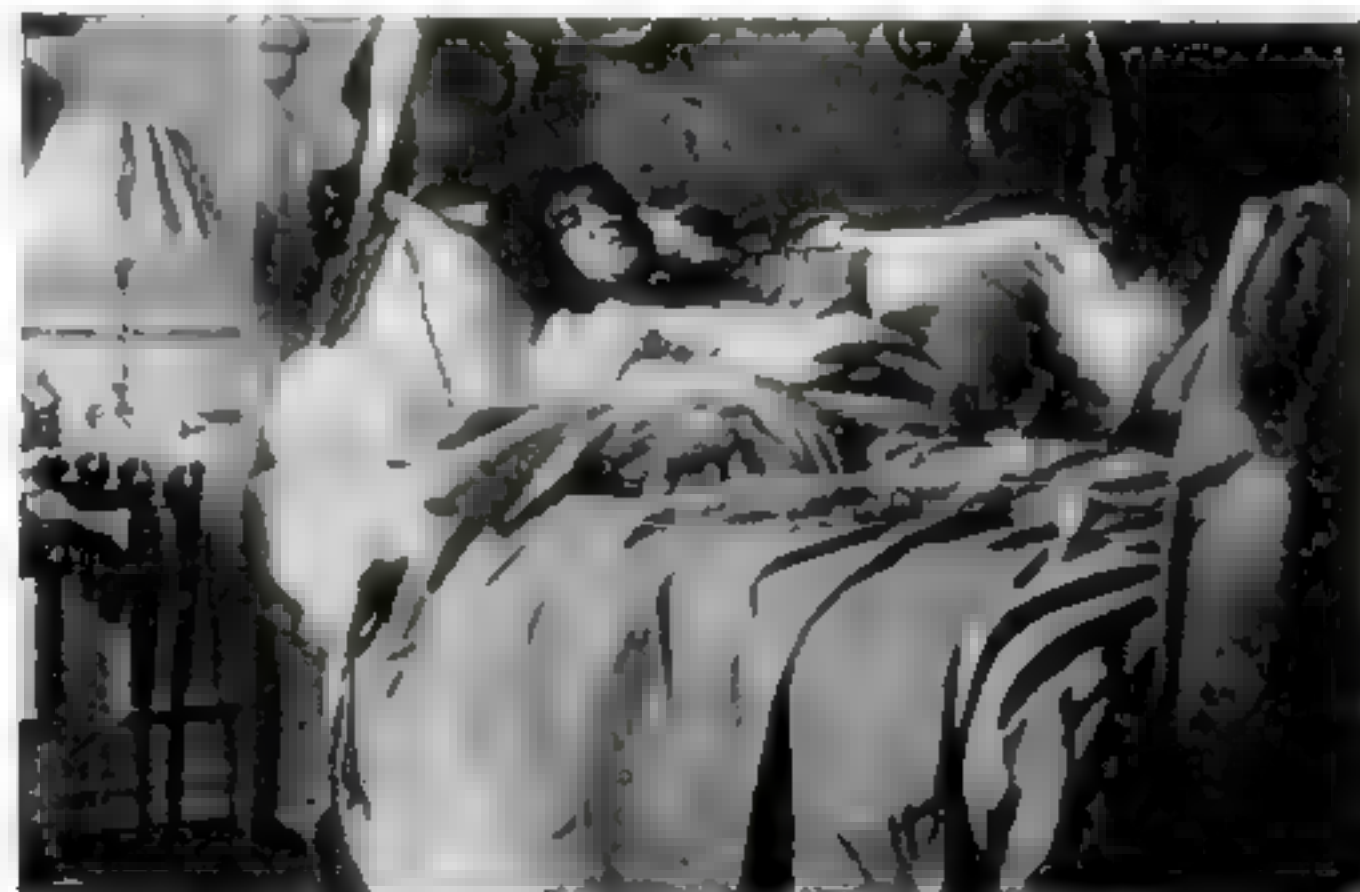
. . . If you knew the trouble those unlucky letters made for me you would understand a lot of things. I don't regret it; and it doesn't matter as it got you out of your difficulties for a moment; but O Lord, Stella, it mustn't happen again until we are both dead. Then we can be added to Heloise and Abelard and the rest.

I pick up what news I can of you . . . They say you are recovering your good looks. When did you ever lose them? . . .

G.B.S."

And in 1939, only a year before her death, Shaw returned some letters to his Stella and scribbled on one of them:

"Wicked wicked letters. How often I warned you never to give money to a beggar who begs well! He is a professional. I am amazed at this proof of the unscrupulousness with which I practised my professional tricks on you. Still, it was very delightful."



AN OLDER STELLA was photographed by Shaw in a big ornate bed. Last letter in collection is from Shaw, ending, "I am too old, too old, too old"





New way to get fast pain relief!

# Bufferin

TRADE-MARK

- acts twice as fast as aspirin!
- doesn't upset the stomach!

No tablet or powder can give you relief from pain until the pain-relieving ingredient enters the bloodstream. Bufferin, being antacid, *opens* the stomach valve, gets *into* the bloodstream *twice as fast* as aspirin! So, Bufferin acts *twice as fast* to relieve pain.

And Bufferin won't upset your stomach as aspirin often does, because Bufferin is antacid.

Clinical studies prove that people who took Bufferin had more pain-relieving ingredients *actually in the bloodstream* in ten minutes than those people who took aspirin had in twenty minutes. That's why Bufferin acts *twice as fast* as aspirin to relieve pain.

For headaches, neuralgia, and ordinary muscular aches and pains, remember Bufferin for fast pain relief! Ask your physician or dentist about Bufferin. Get Bufferin from your druggist... *today!*



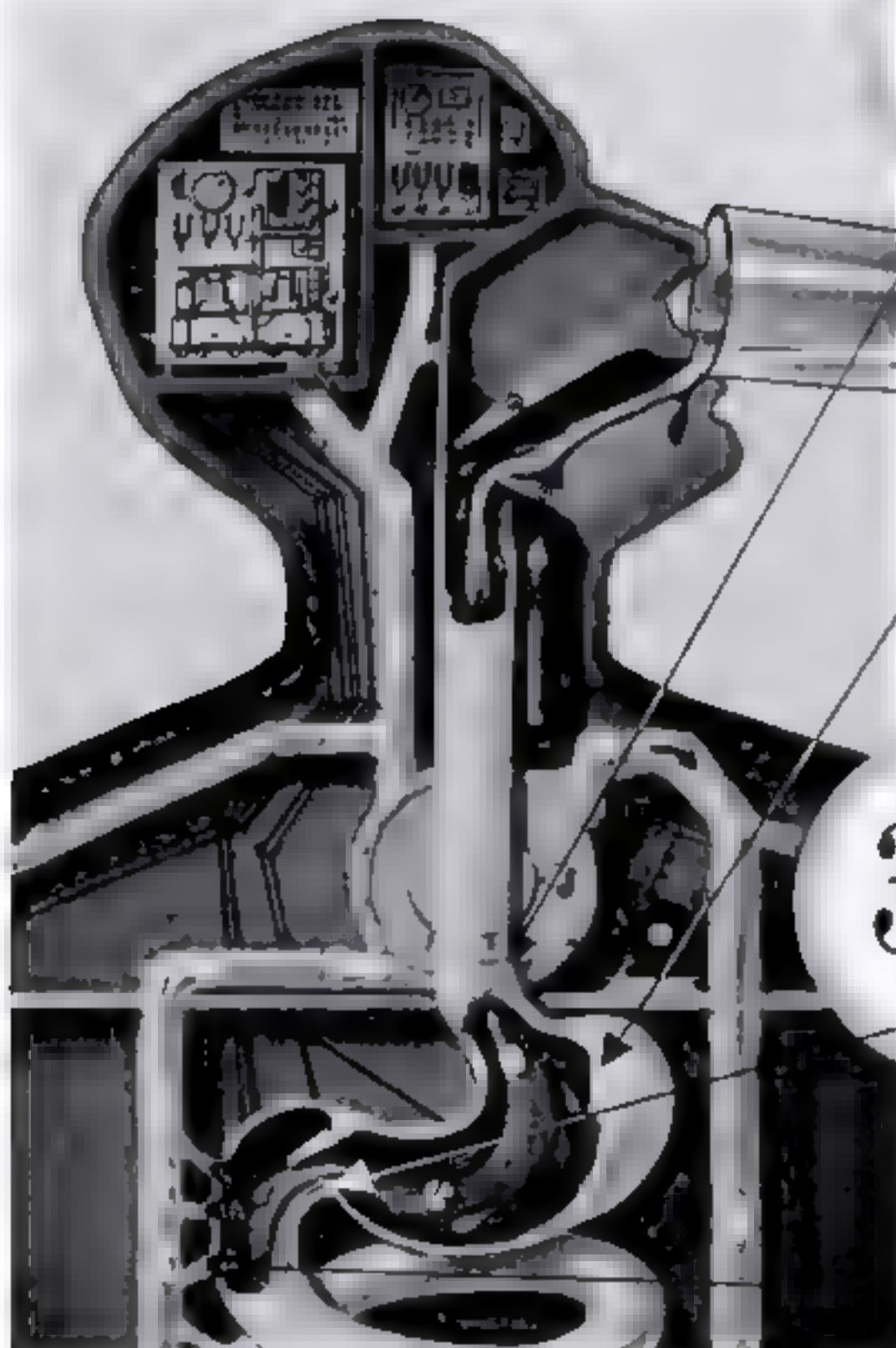
PRODUCT OF BRISTOL-MYERS

1 Here's why Bufferin does everything aspirin does and does it faster and better!

2 Before any product can relieve pain, the pain-relieving ingredients must get out of the stomach and into the bloodstream.

3 Bufferin, being antacid, opens the trap door of the stomach, gets into the bloodstream twice as fast as aspirin.

4 That's why Bufferin relieves your pain twice as fast as aspirin, doesn't upset the stomach!



If you suffer from ARTHRITIS or RHEUMATISM, ask your physician about Bufferin





**#933 AMERICA'S MOST WANTED GIRDLE.** Beloved by women for its exclusive Sta-Up-Top that minds, never binds your waist. Sides of Leno, down-stretch rayon satin back. Side zipper. Light boning in lustrous front panel. White, pink or black... \$15.00. Warner's petal cup nylon bra, #2299... \$3.95.



# You needn't feel strait-laced to look reformed

## Warner-Wonderful Sta-Up-Top

Always stays up! Never rolls over! Can't be copied!

*Small wonder that millions of women come back for Sta-Up-Top girdles every year! See how these comfortable waist-whittlers ease you—never squeeze you—into the smoothest, slimmest line you've ever dreamed. They're tops because they're topped with...*

*The heavenly band that never binds. 2 or 3 inches wide (as you please), the lazy-stretch elastic tape grows like a grin with every breath you take. Hidden in the band are the gentlest, most pliable bones you never noticed as your Sta-Up-Top inches you in but never pinches you in—never rolls over—always stays up.*

*Can't be copied! Other girdles try to look like it, but no other girdle can be made like it; no other girdle can fit like it. If it isn't*

*a Warner's,\* it isn't a Sta-Up-Top. Dainty deb or darling dowager — wear it once and you'll love it forever. At the nicest stores.*

### WARNER'S

*Bras · Girdles · Corselettes*

Can't find the Warner-Wonderful Sta-Up-Top you want? Write our nearest sales office and we'll send the name of the nearest store. Department A, The Warner Brothers Company, New York 16, N. Y. • Chicago 6, Ill. • San Francisco 8, Calif.

WORLD FAMOUS FOR ELEGANCE • A'LI'RE • FREE LIFT • STA-UP-TOP • WARNERETTE®  
\*REG. U. S. PAT. OFF.



#826 LIGHTWEIGHT LOVELY. Breathe-easy 2 inch Sta-Up-Top. All elastic girdle with front and back panels of rayon satin elastic, sides of powernet. Bow and heart embroidery on front. Side zipper. White . . . \$12.50. Warner's stitched nylon bra, #2357 . . . \$2.50.



#655 WARNER'S MOST POPULAR PANTIE. Wonderful waist diminisher with smooth Sta-Up-Top. Smoothing, soothing down-stretch rayon satin elastic surrounded by Leno elastic. Detachable garters. \$16.50 in pink, white or black. Warner's A'Lure bra #1045 . . . \$3.95.



# KITCHENS FOR THE FAMILY



Home's most useful room  
is becoming the prettiest

"As cooks go," a British wit once wrote of a cherished servant—"she went." That about sums up the situation in the U.S., where the 1950 census shows the country has 30% fewer servants than in 1940. The dwindling of domestic help has yearly sent more and more householders into their own kitchens. Like hosts who sleep for the first time in their guest room and find that the bed sags and the reading lamp has a 15-watt bulb, they were surprised by what they found. During the 19th Century the kitchen had become a remote, inefficient enclosure totally lacking in charm. If the housewife's children joined her, they got under foot. Her husband did not join her—there was no place to sit down.

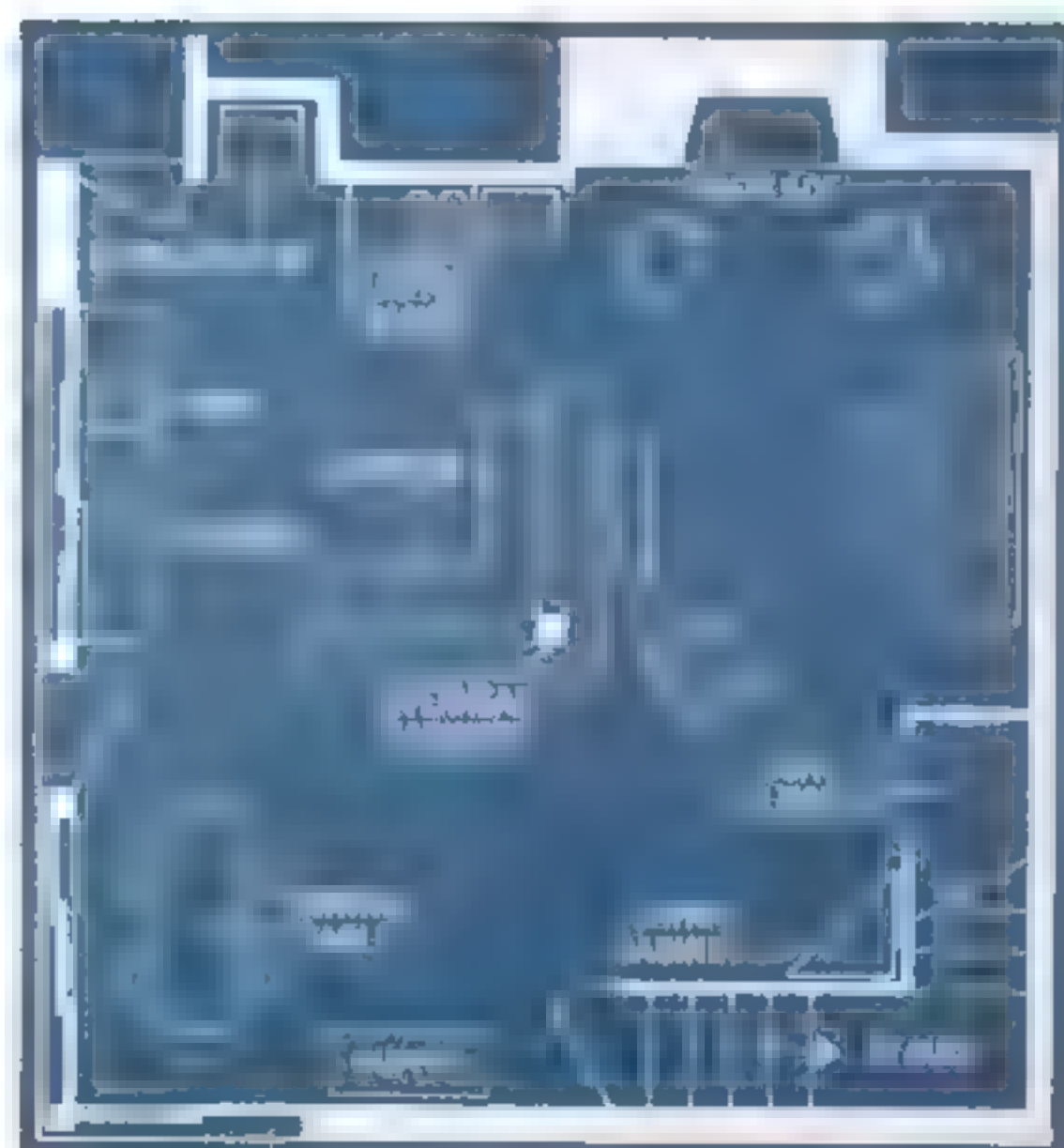
During the past 5 years, almost six million families have rectified these conditions by remodeling (*opposite, and pp. 90, 91, 94*). At first the emphasis was on efficiency, which led to a burst of aseptic white kitchens with the look of laboratories. But gradually remodeling has become artistic as well as utilitarian. Walls have been knocked out to make the kitchen a room where the family can work together, eat, entertain, play. Many of the new houses built, whether low cost or high, have an open floor plan (*as at left, and pp. 92, 93*) with the kitchen the center of family activity and the furnishings as comfortable as the engineering is exact. As in Colonial days, the kitchen is once again becoming the busiest, most charming and often the prettiest room in the house.

OPEN KITCHEN in Crowell home in Charlestown, Pa. is separated by birch counter-stove from the living

and dining areas. Oven is set in wall behind Mrs. Crowell. House was designed by Oskar Stonorov.

## BIG, BARNLIKE KITCHEN, EFFICIENT WORK SPACE

The kitchen shown in plan at right and on the opposite page is literally as big as a barn. It is the 30-by-40-foot bottom floor of an old Connecticut barn remodeled into a house. But it is not hard to work in because the stove, sink, refrigerator and work surfaces are compactly gathered behind an L-shaped bar at the back of the room, leaving plenty of extra space for dining, entertaining, gathering around the fireplace. (Bedrooms and a seldom used formal living room are upstairs.) The John Fisteres acquired the barn in 1950 largely because of its vast living room-kitchen, where the family—there are two children—can all get together without jostling one another, and there is plenty of room for myriads of visitors of assorted ages. Mrs. Fistere had put up with a narrow kitchenette in a New York apartment where she was in constant danger of scalding a scampering child, and she and the family still luxuriate in this elbow-room. One of the kitchen walls and a part of the bar are made of the old barn boards turned inside out to bring the soft weathered wood indoors. The room has been furnished in pine, a comfortable country sofa and easy chairs covered in linen. Copper pots, earthenware casseroles make attractive accessories. The Fisteres have made no attempt to channel off the savory odors of cooking. They like them and so do their friends.



FLOOR PLAN shows how Fistere kitchen is laid out with areas for work, dining, and living. View on opposite page was taken from corner at lower left in plan.





AN L-SHAPED BAR of weathered pine provides semi-separation of kitchen from the living and dining areas in reconstructed barn—permits family chatter during

preparation of meals and lets hostess cook without leaving her guests. The muleum in kitchen area is a practical color match for barn's original brick flooring.

CONTINUED ON NEXT PAGE





## RUSTIC CHARM FROM PINE, PEWTER, FLUORESCENT LIGHTING

A man who works in the vicinity of 175 stoves likes to get away from it all occasionally, so C. C. Philippe—who directs the buying and preparation of everything edible in New York's Waldorf-Astoria—planned his own kitchen to combine modern utility with the cheerful warmth of an old-fashioned farm. In redecorating this section of 200-year-old Watch Hill Farm, he avoided the laboratory look through a flexible lighting arrangement which transforms it from kitchen into living or dining room with the flick of a single switch. Four pinhole lights in the ceiling on the

dining fireplace side (*above*) direct light downward, leaving the rest of the area dark, and on the opposite side of the room concealed fluorescent fixtures similarly concentrate the light for cooking. The owner's eye for antiques and countless hours spent in shopping produced most of this handsome old furniture for less than present day prices. Although no attempt was made to hide modern appliances, the room was paneled with wide pine boards from a century-old barn and the final effect of Philippe's kitchen is pleasantly far removed from the 50-mile-distant Waldorf.





ANTIQUE FURNISHINGS purchased for kitchen include English pewter dinner plates on mantel, long-handled omelet pan from Brittany (*left*) and Early American harvest table which was painted red, is now scraped to natural pine finish.

RECTANGULAR ROOM is divided horizontally between working and dining sections. When guests assemble for dinner or for cocktails around fireplace, servant can finish preparations in butler's pantry (*top, right*). Bathroom is at lower right.

## KITCHENS CONTINUED



COPPER HOOD over range area conceals light fixtures, and wood curtain which extends around three sides of the room is used to hide continuous run of fluorescent lighting. Ceiling color comes from pigment added to plaster when wet.



CONTINUED ON NEXT PAGE





SKYLIGHTED KITCHEN is spacious and functional. Its appliances and working space in foreground (left) attract a view and fully equipped bar (right). A built-

ins are made of rift oak but 3-foot cropping counter is of more durable maple. Open space gives way to easy reach of the stove and a practical note of color





DIVISION OF KITCHEN is shown here, with passage joining cook's domain (bottom) and dining alcove.

## PRACTICAL LUXURY IN MODERN 'GALLEY'

A kitchen right out of a high-budget Hollywood movie was designed for the \$80,000 home of Scriptwriter Robert Buckner on California's Monterey Peninsula. As functional as a ship's galley, it is a handsome combination of red brick, oak, mahogany and polished metal. Details like rift oak cabinets with metal-lined drawers, oak-painted refrigerator and dishwasher and made-to-order hardware ran the cost of the kitchen up to \$20,000, but its compact design could be copied for far less. Except for three oak-frame skylights, all lighting is indirect, with fixtures placed under cabinets and directed downward to eliminate glare. A partial brick wall and copper hood divide the space for cooking and for dining (above), allow the family to enjoy leisurely Sunday morning breakfasts or to entertain informally at the indoor barbecue (right) while remaining completely apart from the kitchen's work area. Well satisfied with their investment, the Buckners find that the finished product is almost too much of a success: their guests usually have to be pried away from the kitchen and into other parts of the house, and even total strangers drop in unannounced to inspect it.



STAINLESS RANGE has five electric burners in a row, a large warming oven for dishes and two roast-

ing ovens placed at waist height to eliminate stooping. Floor is tile brick laid in herringbone pattern.



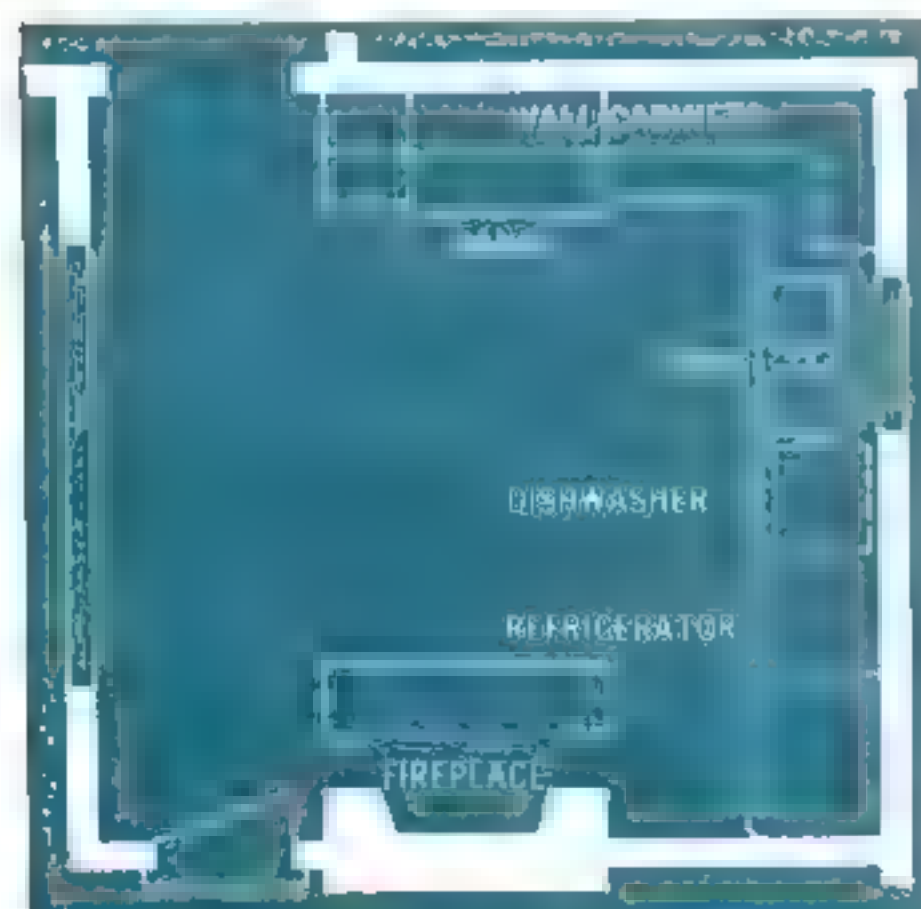
BRICK PARTITION which gives privacy to both cooking and dining areas contains stainless steel

range (opposite page) and, on this side, indoor roasting spit which is owners' favorite single feature.





FIRESIDE BENCH is seldom empty. It is made of natural pine cut and sawed by hand, and stuffed.



COMPACT WORK AREA utilizes the two walls to the right of fireplace for appliances and counter space.

## A FAMILY HEARTHSIDE, KITCHEN STYLE

When the James Austins and their five young children moved to a big rambling house in the country outside Poughkeepsie, NY, they created a kitchen which could be run with a minimum of help. It was planned and organized so that one person could turn out truly great evening snacks, party fare and a steady flow of peanut butter sandwiches for their well-populated rural household. Working with an architect and Westinghouse, they built a three-room kitchen unit which includes a

combination breakfast and laundry room and a large "mudroom" where the children can store their heavy boots and wraps. The house already had three fireplaces, but the Austins added still another in the kitchen. It can be used for cooking and even governs the family's eating arrangements. Just next to a table in the kitchen, there is a large sturdy bench before the fireplace where the family likes to gather in the evening for barbecues, group game sessions or simply for sociable warming of fingers and toes.



## BEFORE BUILDING OR REMODELING, GO OVER THIS LIST OF MATERIALS

### FLOORS

**LINOLEUM**, still the most popular floor covering for kitchens, is available in rolls for those who prefer one-piece installation or in tile form, which makes replacement of worn spots easy. It is grease-resistant and relatively inexpensive. It requires conscientious waxing for long life. Proper installation with correct adhesive material is important for all floor coverings.

**PLASTIC FLOORING**, sales of which are fast working up to linoleum and may someday outstrip it, comes by the yard or in tile form. It is highly resistant to abrasion, dirt and ordinary kitchen stains and is easy to maintain. An occasional waxing will improve the luster, though some manufacturers say waxing is not necessary.

**RUBBER TILE** is handsome and resilient, quiet, comfortable underfoot. It is resistant to stain and fire, which makes it especially good for installation with radiant panel heating. Although relatively expensive, rubber tile wears well, is said to last the full life of an average house.

**VINYL CORK TILE**, unlike cork alone, which is not recommended for kitchens, withstands grease, dirt, abrasion. It is quiet and comfortable, does not need to be waxed.

**BRICK** for a kitchen floor must be hard-burned brick produced from shale or fire-clay. It is easy to clean, impervious to stains, grease. While expensive, it provides the structural as well as the show surface of the floor.

**ASPHALT TILE**, available in grease-resistant form, is generally the least costly resilient floor covering. It contains asbestos, is fire-resistant.

### WALLS

**WASHABLE PAINT** is still the most popular and easiest wall covering for kitchen walls. A new Vinylite liquid plastic "paint" sprayed on walls dries quickly, gives a highly durable, washable surface.

**PLASTIC-COATED COVERINGS**, such as cotton and canvas fabrics and wallpapers covered with plastic resins, are excellent for kitchens, may be washed with a damp cloth and resist steam. They cover cracked plaster, camouflage uneven surfaces, give family kitchen a papered, sitting-room look.

**CLAY TILE**, also called ceramic tile, is useful over sinks and stoves, is durable, impervious to heat, grease, insects, mildew, washes clean. It comes in large squares as well as in the traditional small ones, may also be used on counter tops or floors where it is usually unglazed. Initially expensive, it pays for itself in easy maintenance and long wearing.

**WOOD** is becoming more popular for kitchens as they become all-purpose family rooms. Treated with filler, lacquer and wax, wood can be made to withstand rigors of kitchen life. New on the market is prefinished plywood.

**ALUMINUM AND STEEL TILES** are sanitary, durable, resist fire and grease, provide a seal against insects, are easy to keep clean.

**PLASTIC TILES** are easy to clean, are not harmed by water, soap, grease, nor stained by smoke or smudge. Less expensive than stainless steel, they may not last quite as long but are extremely durable.

### COUNTER TOPS

**LINOLEUM** has resiliency which cuts breakage and makes quiet working surface. Careful waxing to keep water spots from showing is necessary.

**DECORATIVE PLASTICS** are available in many grades, colors and designs. These are scratch-resistant, impervious to heat, alcohol, cigaret burns, common kitchen stains. They last for many years and require no waxing.

**STAINLESS STEEL** has proved its efficiency in restaurant kitchens, is now moving into private homes. Though initially expensive, its good looks, durability and easy maintenance make it worth the investment for sink tops, counter tops, range tops and for exhaust canopies over stoves.

**CLAY TILE** is mark-proof, easily washed, sanitary, durable, relatively expensive. **WOOD**, if hard, makes an excellent cutting surface and is easy to keep clean. Counter tops of wood look particularly well with wooden cabinets, give the kitchen a warm atmosphere. Wood will last for years.

**COPPER** is decorative in a kitchen used for dining and entertaining, especially as an exhaust canopy over the stove, but is expensive and needs much care.

### CABINETS

**WOOD CABINETS** may cost more than steel cabinets. They are attractive in family kitchens, may be left with some open shelves for decorative accessories and with some closed shelves to conceal utilitarian gear.

**ENAMELED STEEL** cabinets are available in white or colors, have the great virtue of being insect-proof. Some have glass doors for visibility or for display of decorative dishes. All are equipped with bumpers to eliminate noise of door closing. It is possible to buy a complete planned series of cabinets to fit any kitchen or to buy individual cabinets for almost any spot.

"I drink all the coffee  
I want..."



I get all the sleep  
I need!"



## DON'T STOP DRINKING COFFEE... JUST STOP DRINKING CAFFEIN!

**W**ANT to drink all the fine coffee you please, any time, and sleep? You can, if you don't drink *caffein*. For it's the *caffein* in ordinary coffee that jangles nerves and keeps folks awake. And tasteless *caffein* adds nothing to coffee's goodness!

Do as millions of wise coffee lovers do. Enjoy wonderful coffee and wonderful sleep with New Extra-Rich Sanka Coffee. It's 97% *caffein*-free... gives you all the goodness of fine coffee, yet

can't irritate your nerves. Today's New Sanka Coffee will be the most delicious surprise of your life. Get some today!

Products of General Foods



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INSTANT OR REGULAR FORM**

New  
Extra-Rich **SANKA COFFEE**

*It's delicious! It's 97% *caffein*-free! It lets you sleep!*



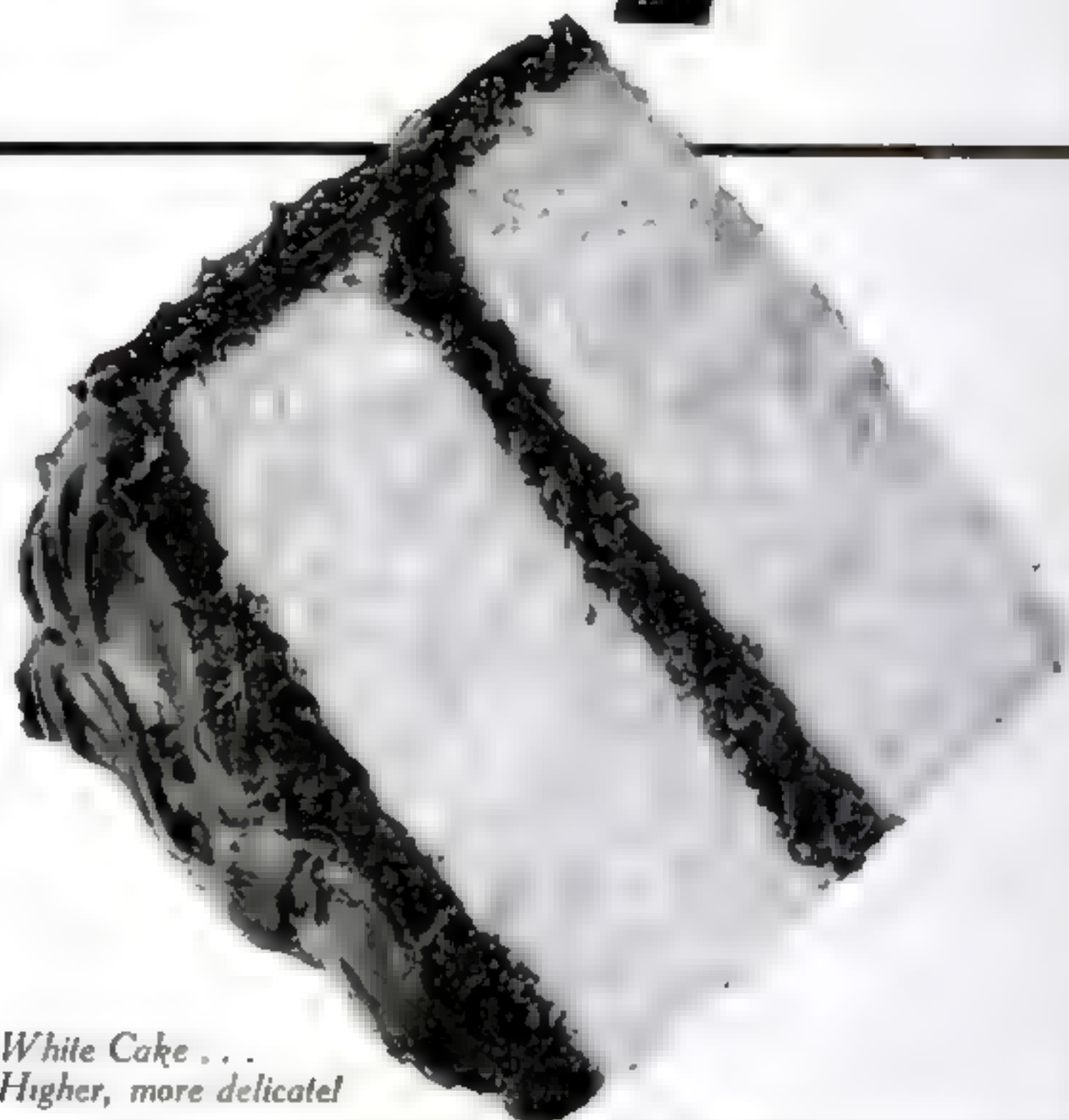
1953 Version of Cake Mixes at your grocer's now!

# Pillsbury

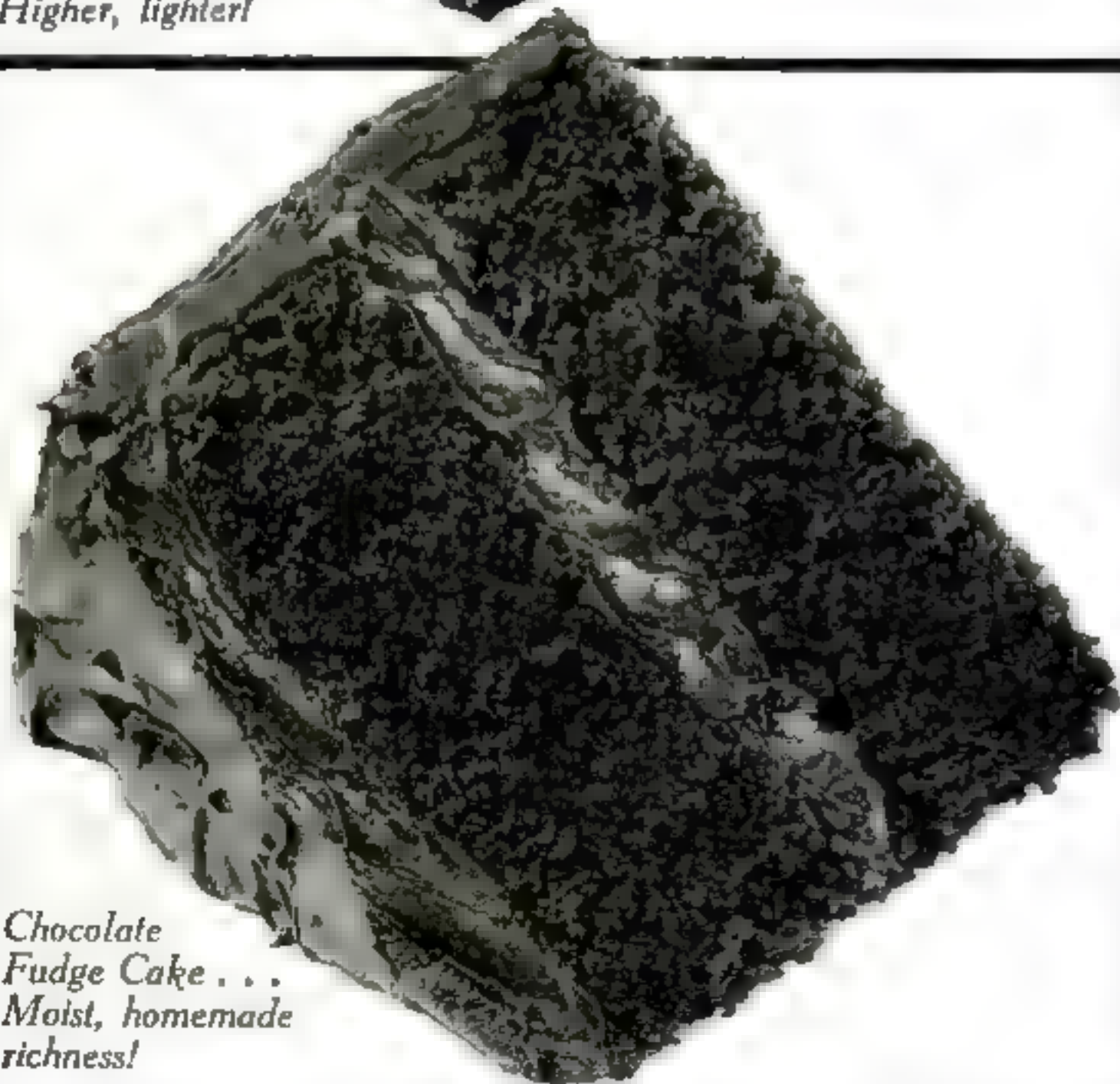
(THE LEADER)



*Golden Yellow . . .  
Higher, lighter!*

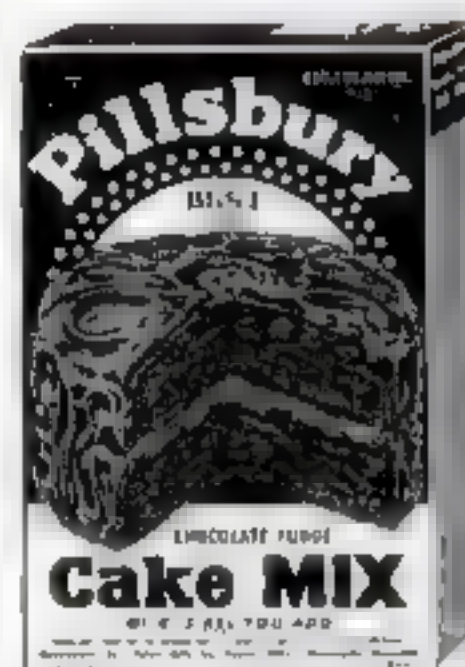
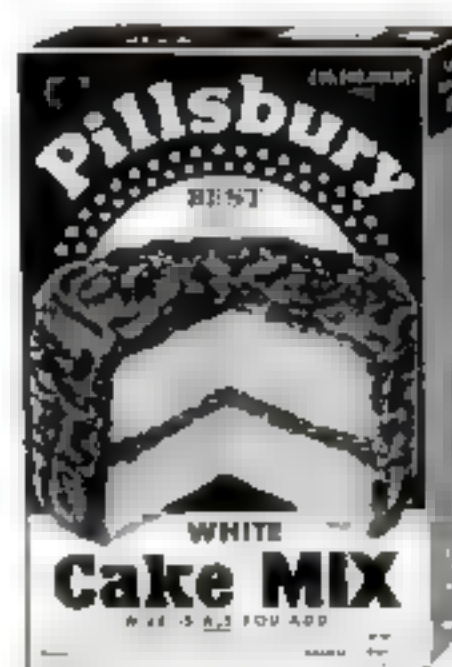


*White Cake . . .  
Higher, more delicate!*



*Chocolate  
Fudge Cake . . .  
Moist, homemade  
richness!*

**Milk is all you add**



No eggs to buy. No flavorings or extras of any kind required. These are the complete mixes, the quality mixes, the economical mixes.



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*3-Way Victory of Research Brings You  
3 Basic Improvements in Cake Mixes*

## 1. Finer Flour for Lighter Cake

*New and superfine cake flour milled by new, exclusive process (40 or more siftings) . . . New delicacy of texture with finer feel and look.*

## 2. Air-Blended Ingredients

*All ingredients now air-blended by entirely new method—provides failure-proof results.*

## 3. "True Flavor" Secret

*Exclusive Pillsbury "True Flavor" secret gives cake real homemade flavor. No flavor deterioration.*

**1+2+3=** *Higher Cake. New delicate texture and tenderness. Taste-tempting aroma, real homemade flavor. Rich, stay-moist quality. Perfect results every time.*

**Finest ingredients money can buy.**  
Especially tailored for these extra-quality Pillsbury Cake Mixes. Special shortening, specially granulated sugar, finest flavoring extracts and pure, wholesome eggs "fresh from the flock."

# Pillsbury Cake Mixes

THE GREATEST NAME IN CAKE MIXES





AFTER A MORNING SPENT MAKING CERAMICS, CHAGALL STOPS AT THE PUBLIC FOUNTAIN IN THE MARKET SQUARE OF VENCE TO SCRUB CLAY FROM HIS FINGERS

## Painter into Potter

MARC CHAGALL ADAPTS HIS FANTASIES TO DECORATIVE CERAMIC PLATES

For more than 40 years the Russian-born painter Marc Chagall has been putting on canvas bright-colored fantasies of soaring lovers, musicians and sloe-eyed animals. Two years ago Chagall settled in the little town of Vence in Southern France and began to mold his fanciful visions into ceramics. Like his painting neighbors, Picasso and Matisse, who have also taken to making pottery, Chagall got his clay from nearby pits, sent his ware to be fired in a local kiln. At first he tried his hand at making a

series of plates (p. 100), shaping them with his fingers, then with a brush applying enamel or mineral colors to the low-relief designs. From these somewhat modest beginnings Chagall turned to modeling roosters into statuettes and nudes into vases, recently climaxed his work with a group of 6-foot ceramic murals. Next month samples of Chagall's ceramics will be exhibited for the first time in the U.S. Like his paintings, they will be priced high—ranging from \$650 for a plate to \$2,500 for a mural.





**IN HIS STUDIO** near Venice, Chagall pauses before one of his most recent canvases, *Song of David I*. Working intermittently on the painting for five years, he

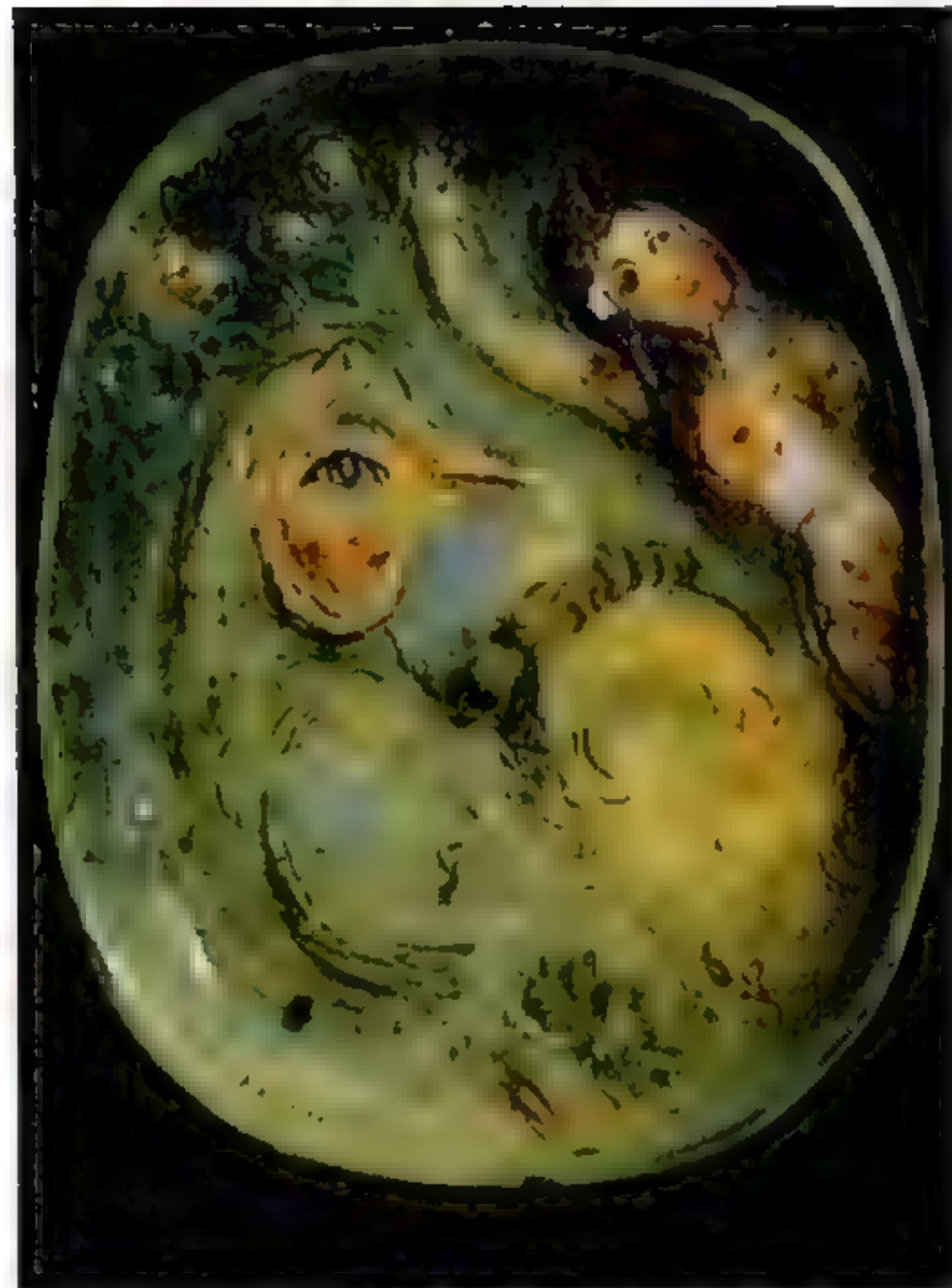
developed it from small sketches (lower left) into an almost life-size vision of the Old Testament king playing music before rapturous pair of floating lovers.

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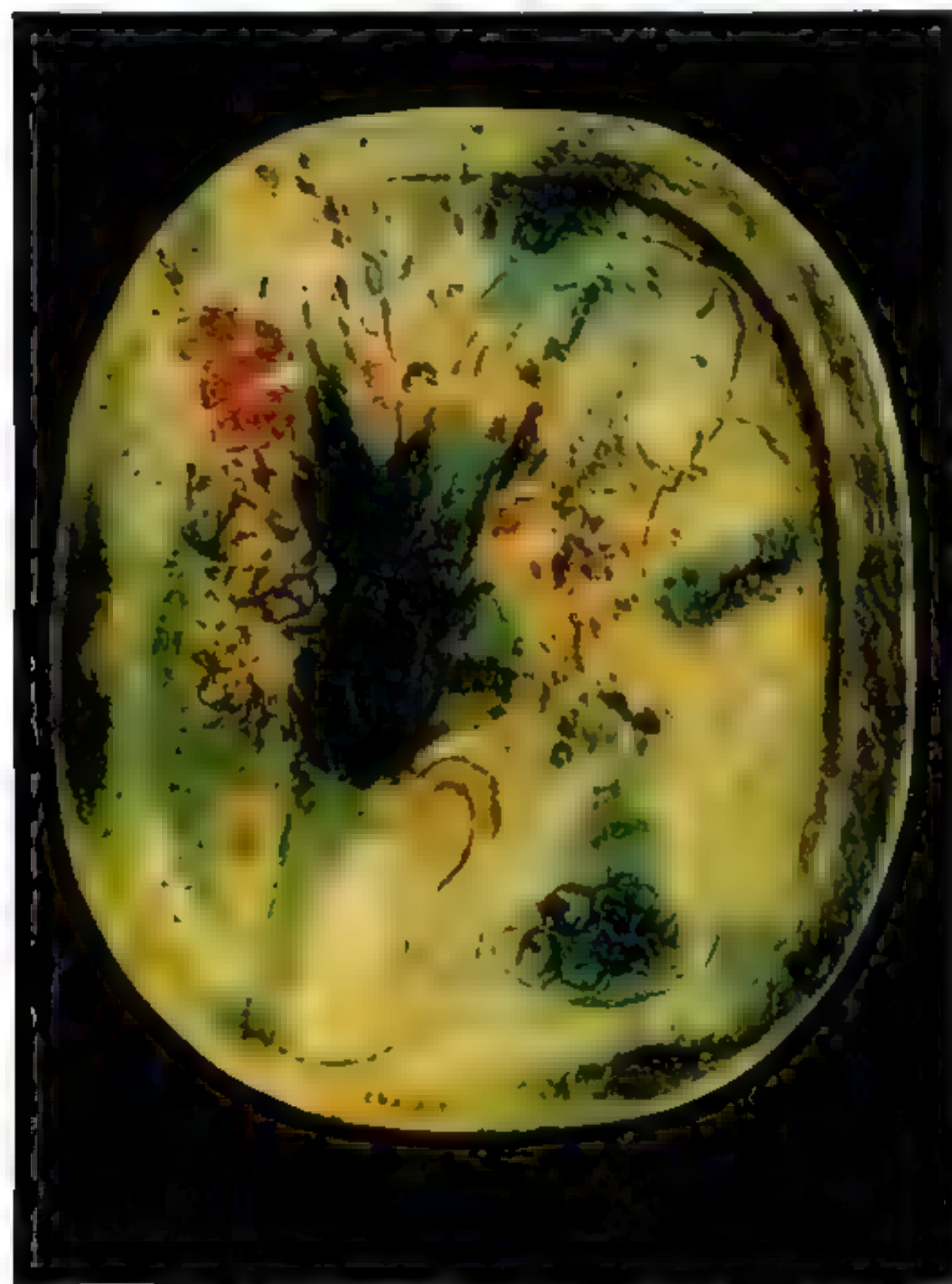




**MOSES IN DESERT** was subject chosen by Chagall for one of his first ceramic plates. At top he depicted Moses smiting rock to obtain water for Israelites.



**VELVET-EYED ROOSTER** and aerial nymph, once seen by Chagall in a dream, are recurrent symbols in his work, suggesting a mood of joy, mystical romance.



**A STILL LIFE** of flowers and fruit was suggested to artist while he was taking a walk through the market at Venice. He added faces to give a dreamlike touch.



**PRAYERS TO THE MOON** incorporates two more of Chagall's favorite images, the circus clown and horse. Like others, this plate took three weeks to make.



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. . . Beginning October 3

AND HEAR THE WONDERFUL NEW CLASSICAL EXTENDED PLAY "45" ALBUMS . . . ONLY \$1.50



# A PRINCIPAL'S ORDEAL

Problem of school crowding fills days with frenzy

In the good old days, before the bumper U.S. baby crop, Max Francke, who is principal of Public School 61 in New York, had a quiet, respected position in which he got apples from his pupils, flattery from his teachers and bouquets from pleased parents. But today his position is more likely to bring him ulcers or angina pectoris. Three of his friends and fellow school officials have already dropped dead of heart attacks this year.



**7:50** Francke talks to cop who had been called away to investigate robbery when pupils were crossing street through heavy traffic.



**7:55** In the school lobby he confers with Teacher Elizabeth Carren assigned to regulate traffic in the hallway. This is a nerve-wracking job since all second-graders arrive between 7:45 and 7:55 a.m., line up in separate groups, go up to classrooms by separate stairways to avoid jam-ups, stampedes.



**8:05** "Are you supposed to be here this early, honey?" he asks pupil, whose mother had left her on way to work, half hour early.



**10:32** Francke is on the main floor of the building, checking his watch to see if it is time for him to ring the alarm for fire drill.



**10:35** The fire alarm rung, the children leave school by a series of intricate maneuvers and enter street as Francke looks on. Francke had to talk firmly to one teacher about stragglers and almost precipitated emotional outburst. "My teachers are tired," he explained. "The setup is getting them down."



**11:00** Back in his office Francke checks transfer papers of a new student whose mother, accompanied by her other children, had



**11:35** Out on street he talks to mothers picking up children. First kindergarten shift goes home for day at staggered intervals between 11:20 and 11:35. Teachers bring children downstairs and do not let them leave until mothers have claimed them.



**12 NOON** Francke talks to custodian. He was worried about signal system—"You can't hear the beeps"—for class changes. Halls get snarled if classes don't move quickly.



**1:00** Francke and Assistant Principal Isaac Steinberg confer with Estelle Spingarn, a psychiatric social worker, about three pupils



Max Francke's dilemma is one which—generally in less exaggerated form—faces school principals all over the country. It is the result of a condition which educators have been trying to remedy for the past three years: a tremendous increase in the number of new schoolchildren and steadily deteriorating school buildings. Francke's P.S. 61 is Manhattan's most overpopulated school. Though relatively new, it has a seating

capacity of 1,470 and an enrollment of 2,011. By staggering classes Francke has different groups of pupils arriving and departing at nine different times of the day, and by playing musical chairs with classrooms he gets one group out of a room just in time for another to arrive. This complicated system of shifts is the most exasperating of a whole host of new problems (some shown below) in a single day of Francke's hectic life.



**8:25** "Tell the mothers to get out quick," he instructs teacher. Mother of pupil had lingered to convince son that school was fun.



**8:45** People line outside Francke's office to see him. Lady with finger over mouth is trying to shush child. At this point, second grade (245 children split into seven classes), first shift of first grade (200 pupils, seven classes) and the first shift of the kindergarten (200 pupils, four classes) are in session.



**9:00** Mrs. Yee, who has a son and a daughter in school, complains that the staggered classes caused her son to get lost day before.



waited an hour and a half to see him. Every person waiting receives a numbered slip to make sure that he or she gets to see principal in proper turn.



**11:15** Francke stops in on kindergarten class and, remembering the case of Mrs. Yee's lost son, asks all children who are wearing paper name-and-address slips to raise their hands. Mothers of kindergarten pupils have timetables to let them know when teachers will bring children to them out on street.



**11:25** On the way down the stairs Francke looks in on the boys' toilet for a word with workmen who are fixing plumbing.



having trouble in the school. She helps with children who are having learning difficulties or who present personality or discipline problems.



**2:00** He dresses down a couple of student monitors, who run errands for teachers and man traffic stations. "You are making more noise than the other children," Francke said.



**3:30** Francke, who had eaten a late lunch consisting of one sandwich, takes a class on a tour of the school, showing the children his office, the cafeteria, health improvement room, the toilets. During day he had walked over ten miles of school corridors.



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*For a Sweetheart of a Figure*

## Principal's Ordeal CONTINUED



**"LOST" PUPIL**, Lynnda Bradford, who was unclaimed when kindergarten class let out, is brought to Francke's office by teacher, Miss Florence Wolfson.



**HELPFUL TEACHER** gives up lunchtime to take Lynnda home. But as they started to leave, Lynnda's older brother Stephen rushed up to "claim" her.

CONTINUED ON PAGE 107



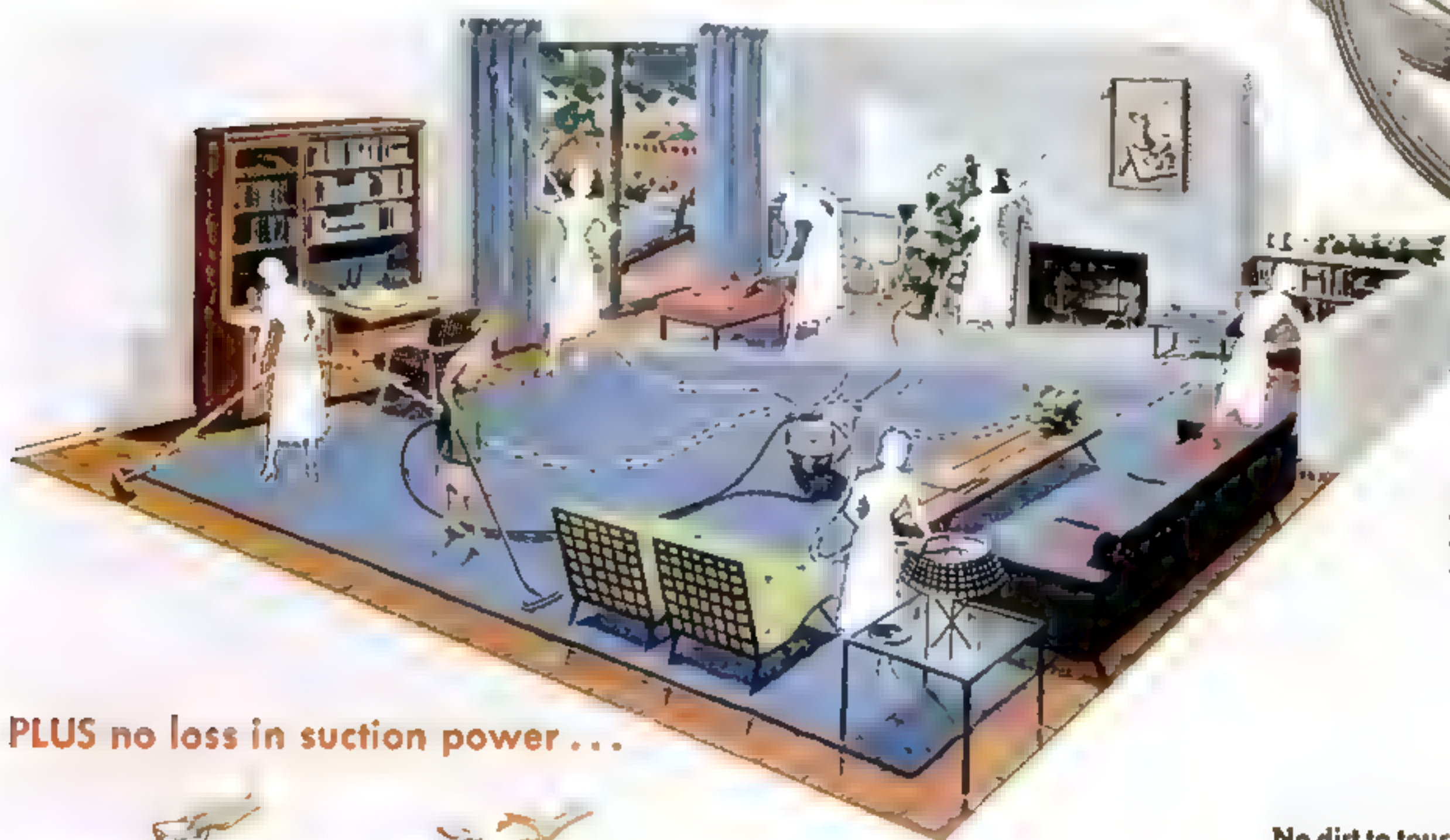
Only General Electric gives you—  
**"REACH-EASY" CLEANING!**

G. E.'s new swivel-top puts an end to push-and-pull cleaning!

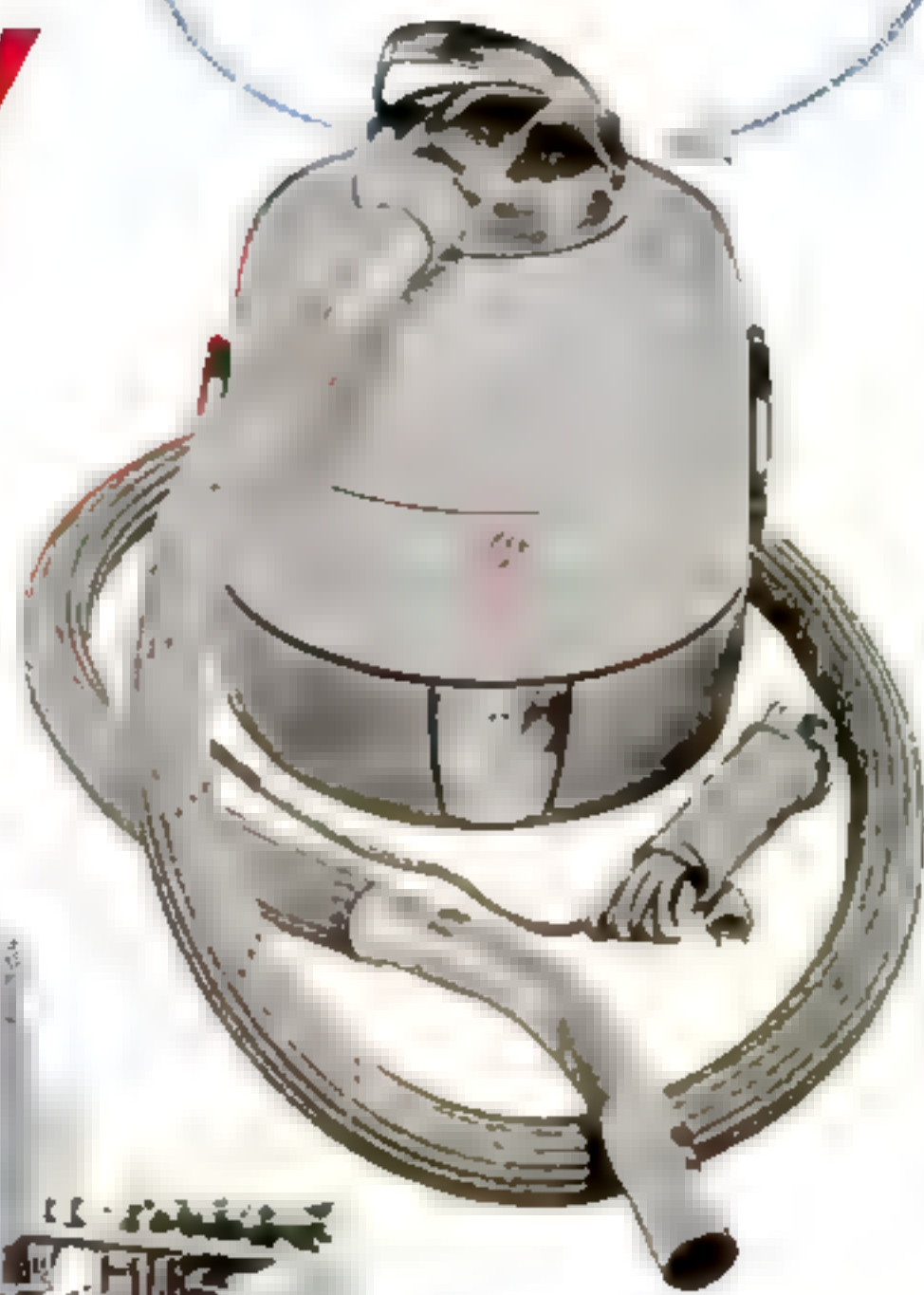
All you do is set the great new General Electric Cleaner in the center of the average living room and—wonder of wonders—you reach all four walls and corners, floor

to ceiling, without once moving the cleaner!

For the amazing General Electric swivel-top rotates—goes 'round with you as you go 'round the room. That, ma'am, is the blessing of G. E.'s new "Reach-easy" cleaning!



BECAUSE ONLY  
 G.E. HAS THE NEW  
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**\$99<sup>95</sup>\***

Model AVC-815 complete with caddy and 10 attachments.

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**PLUS no loss in suction power...**



... from the time you put in the bag

From empty to full, you get cleaning power steady and strong enough to pick up stubborn dirt, lint and hairs!

When some cleaners start filling up with dirt, they clog easily like a pinched soda straw! That's because dirt piles up against the suction-head—smothering it. In the new General Electric, dirt falls away from the suction-head—giving you full cleaning power always! It's a hidden advantage G-E has over all other cleaners!



... till the time you throw it away!

**Any Spots to Remove?  
 Do You Like Miniatures?**



Here's a new idea for keeping clothes clean—a year's supply of spot-remover stick, packed inside a unique miniature cleaner. Your local G-E Cleaner dealer has them. Ask him how you can get one.

**No dirt to touch or see!** You just toss away the giant-size "Throw-Away" bag a few times a year, in the average household, and that's that! A live-rubber mounting and spun-glass cushion keep the motor so quiet you have to cock your ear to hear it. And the air-exhaust is soft and gentle, no dust-scattering blast.

With its ten smartly styled, "non-scratch" attachments, this is as handsome an appliance as ever wore the General Electric monogram. You'll want to own one.

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# Indeed you can save money on food these days!



## Borden's STARLAC Makes Nonfat Milk for as Low as 9¢ a qt.

At such a low, low price, Elsie calls Starlac "one of the best values at your grocer's today!" And what is Starlac Nonfat Dry Milk? It's top-quality pasteurized milk with only the water and fat removed.

Just put back the water, mix for a minute, and chill as you would any milk. As easy as that, you've made wonderful-tasting nonfat milk. You'll want to use it for drinking, cooking, and on cereals. Whipping, too! (See recipe on package.)

**Plenty nourishing!** Except for the fat, a quart of Starlac gives you the same amount of nourishment found in highest-quality whole milk. Health-giving proteins, minerals and B vitamins—they're all there, in Borden's Starlac!

*All aboard! All a-Borden's!  
Elsie saves you 'Moola'  
on the Good Food Line!*

Borden's foods must be good—folks buy more food packages carrying Borden's brand name than any other in the world.



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## Yes, indeed! Save Up to 25¢ with BORDEN'S 100% Pure Coffee

Because a regular jar of Borden's Instant Coffee costs so little and makes so very many cups . . . it saves you up to 25¢ against a pound of ground coffee.

Make it by the potful . . . it's as easy as by the cup! And there's no mistakin' in the makin', because Borden's is pre-percolated for you.

**Remember, too . . .** unlike "instants" that are half coffee, half added fillers, Borden's is all coffee . . . 100% pure coffee . . . nothing added! No wonder millions are switching to Borden's. Try it! You'll want to serve it every single meal!





**NEW ASSISTANT PRINCIPAL**, Steinberg, is taken in tow by Francke to show him school routine. On one day he conferred with assistant 13 times.

## MOANS COME FROM ALL SIDES

No matter how Francke juggles school time and space he still has left a patchwork schedule which doesn't give all of his students the minimum legal hours of schooling per week. Five hundred children at P.S. 61 are getting five hours per week less education than the law requires. And they are getting it at such odd hours and in such split shifts that neither parents nor children are satisfied.

Francke cannot walk two feet without hearing a complaint. Says one mother, who has a 5-month-old baby and a second-grader who has to get to school by 8 a.m., "I can't nurse my baby in the middle of the block!" A mother who has children in different shifts moans, "For years I've been looking forward to getting both kids from under my feet at the same time!" Another, whose son has to eat early in the cafeteria, "Johnny simply isn't hungry at 11 a.m." Still another, "All Tina's friends are in the afternoon shift, and she comes in the morning." And another, "I work. I can't spend my day delivering the kids."

At these complaints Francke throws up his hands and says, "I know, I know! I just can't help it!" Recently, the situation at his school was helped considerably by arranging to move the entire sixth grade to P.S. 64, two blocks away. But next year Francke expects his enrollment to go up again and he will be right back again where he started from.



**NEW TEACHERS** meet with Francke at lunch. Because of the staggered classes he talks with the new teachers four or five separate times during day.

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# Has America enough POWER?

The U.S. today uses twice as much electricity as before World War II. Is there enough for defense, for civilian needs and for such giant jobs as A-bomb manufacture? Here's how the electric light and power companies are meeting — and staying ahead of — these huge needs.



**NO JOB TOO BIG.** Some people say that the really big electric power projects are jobs only the government can handle. The facts disprove this. Five local electric companies have offered to develop all additional power available at Niagara Falls with a giant

new power plant. Five other business-managed companies are completing one of the largest single power plants ever built at one time — a project that will supply power to the new A-bomb plant at Paducah, Ky. Fifteen companies are ready to handle an even

greater project for the Atomic Energy Commission. The electric light and power companies are ready and able to do the nation's power job — and they can save you and other taxpayers many millions of dollars by doing it!

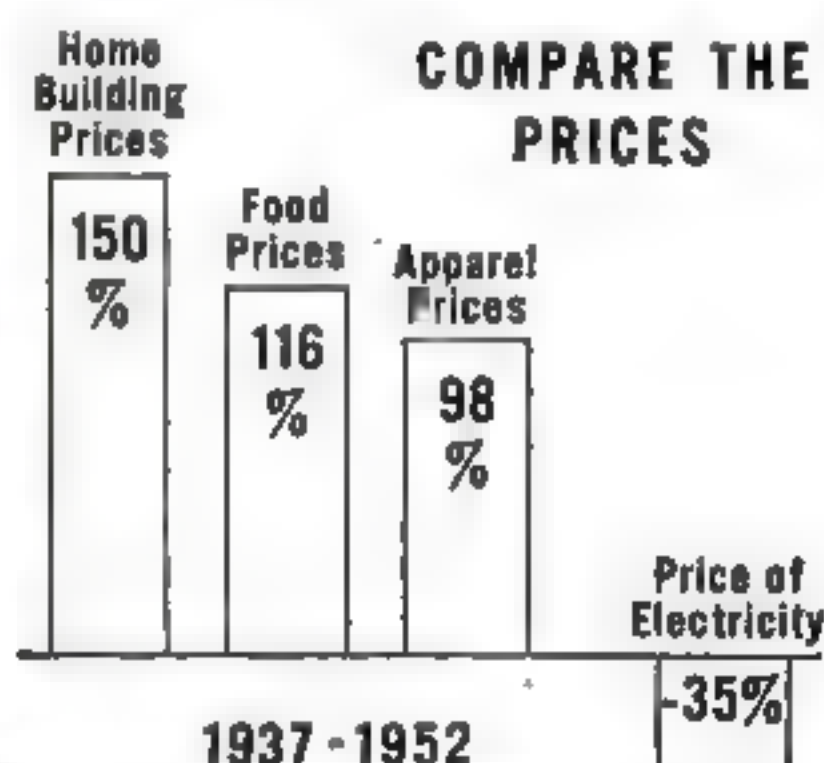


**PLENTY OF POWER.** The electric companies have kept pace with the fast-growing demands for power. These companies met the unprecedented needs of World War II. And now, in the midst of their great expansion program, they have already *doubled that wartime supply!* The only real shortages of electricity are in countries where national governments control the power industry.



**ERA OF TEAMWORK.** The electric companies, where there is no interference from the federal government, work together with municipally-owned power systems and farm electric groups. Electric companies' rates and earnings, of course, are closely regulated by state commissions or local authorities. However, federal electric projects are not subject to such regulation.

Important strides have been made by electric light and power companies in meeting the nation's huge power needs. The companies' record of performance shows the fallacy of arguments advanced by those who want the federal government to take over more and more of the electric business. This brief report is brought to you by America's **ELECTRIC LIGHT AND POWER COMPANIES\***.



The chart shows what has happened to prices for home building, food and clothing compared to the price of electricity for the average family. Next time you hear someone say that government can manage more efficiently than business, point out what a bargain electricity is today — and ask what government function costs 35% less today than it did in 1937.



# MILLE. HEARTBREAK

SINGER EDITH PIAF FINDS 'LA VIE' CAN BE ROSY...





★



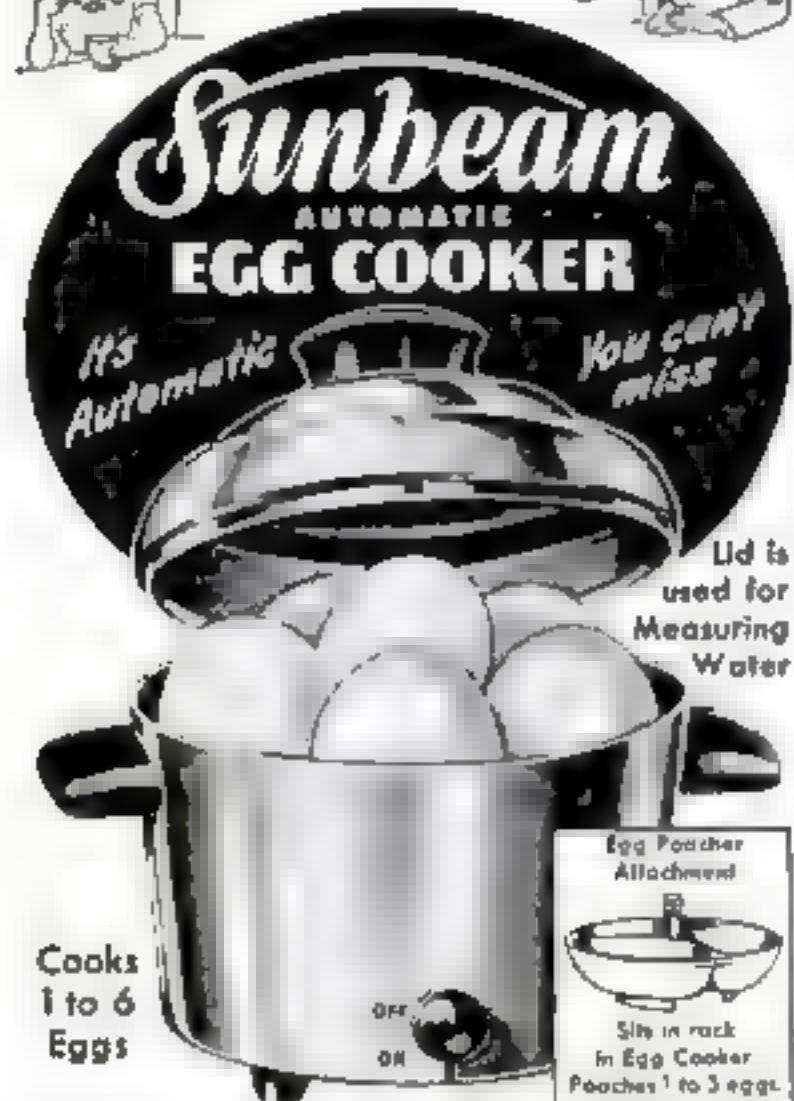
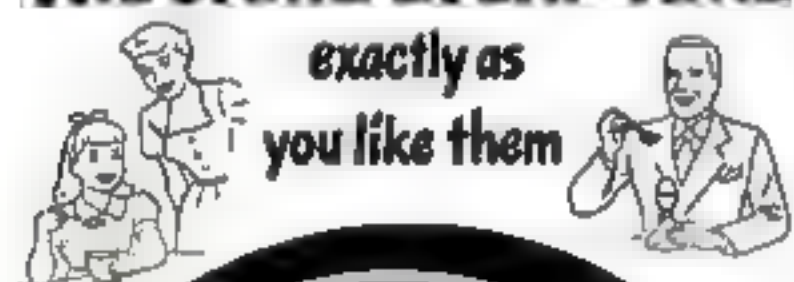
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No more getting your eggs "too soft one time" — "too hard the next" with a Sunbeam in your home. The degree of cooking depends entirely on the amount of water used. If you use the same amount every time, the eggs will be cooked the same every time. The lid doubles as a measure for the water. It is conveniently marked for SOFT, MEDIUM or HARD-cooked eggs. The control button clicks off automatically when eggs are done. You can SEE it and HEAR it. By the makers of the famous Sunbeam Mixmaster, Coffee-master, Ironmaster, etc. On sale wherever good electric appliances are sold.

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**Betcha**  
really go for  
hamburgers  
smothered  
with  
**Bennett's**  
**Chili Sauce**  
the real "home-made" kind



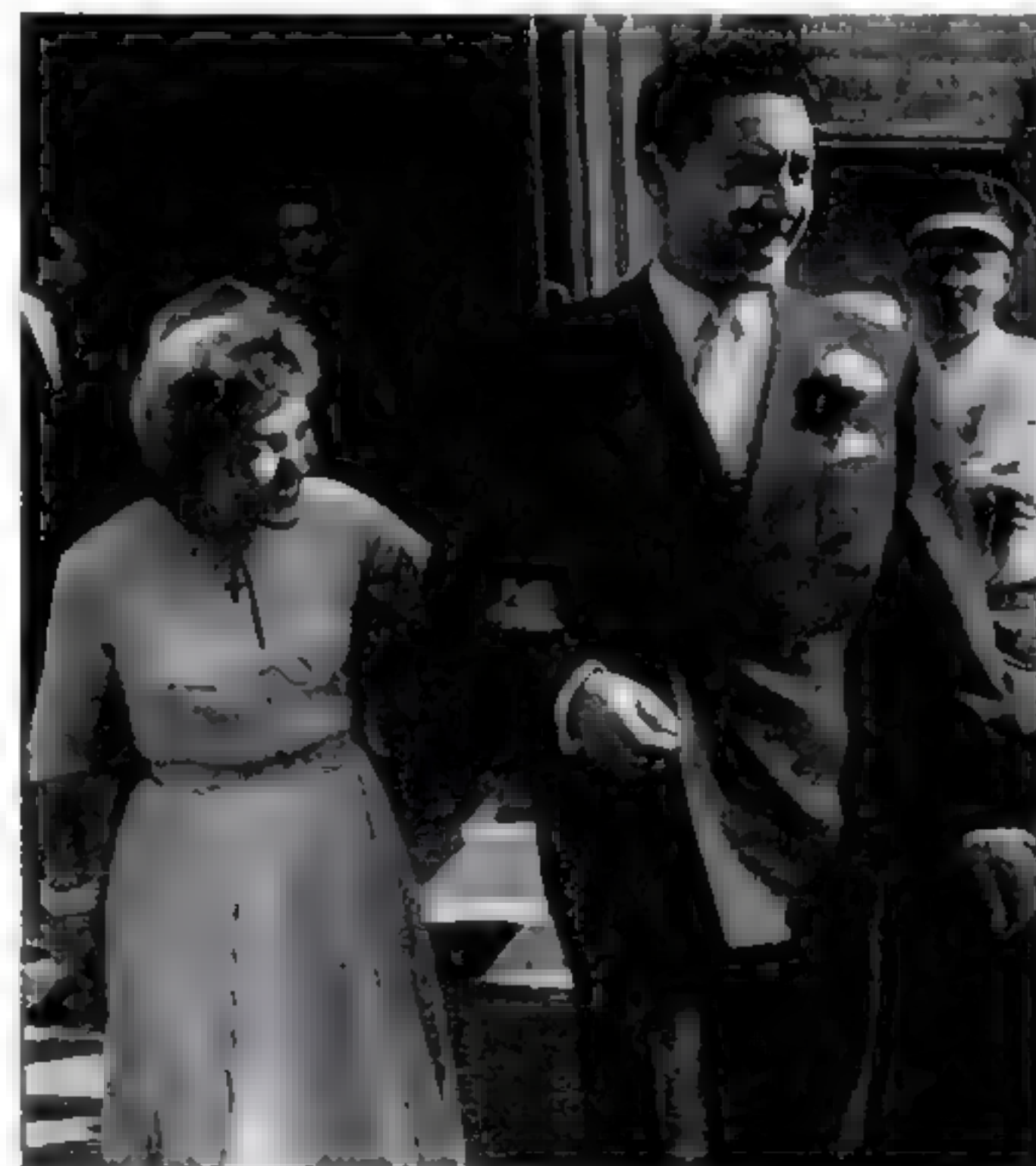
Mile. Heartbreak **CONTINUED**

## SHE WEDS, BUT STILL SINGS SAD

Sad songs of lovers lost have made tiny, throbbing-voiced Edith Piaf an international favorite both on records and in smart cafes. Usually the former Parisian street singer has been assisted by some tragedy in her own life, but when she opened in New York a fortnight ago she had lost this advantage. Within a few days a radiant Piaf married her compatriot and nightclub rival, singer-songwriter Jacques Peals. Then, as shown on the preceding page, she crushed down her new happiness and gave her nightclub audience the same wonderful old heartbreak.

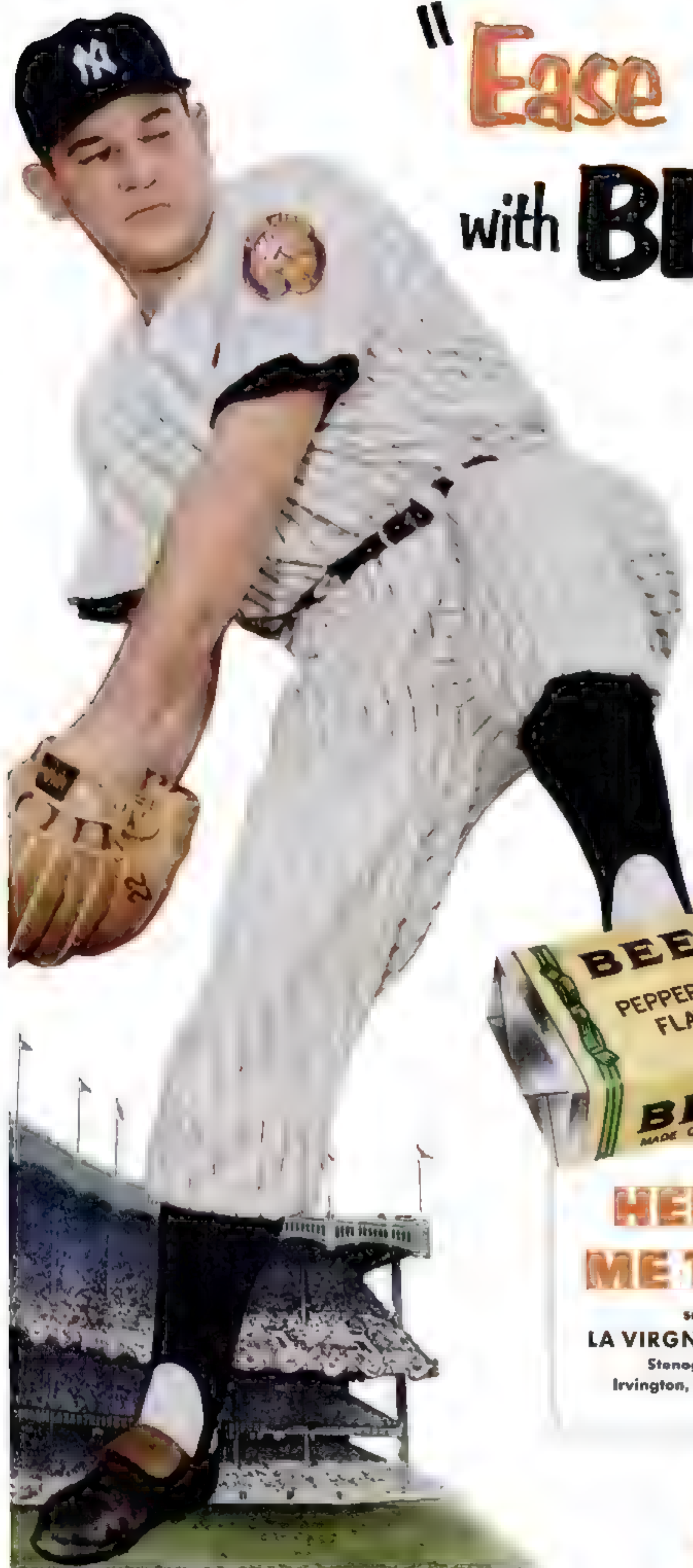


**PIAF HEARS HER MAN** as Peals sings song she wrote, *She Yells, My Girl*, at La Vie En Rose club. At rival Versailles nightclub she sings songs he wrote.



**PIAF GETS HER MAN** and smiles happily after ceremony at St. Vincent de Paul's. Peals was wed before to another famous chanteuse, Lucienne Boyer.





"Ease the tension  
with **BEECH-NUT**  
**GUM!**"

says *Allie Reynolds*

ACE PITCHER, NEW YORK YANKEES

"I've been reading about some scientific tests at a leading university proving that chewing Beech-Nut Gum eases tension. The results confirm what ballplayers have known for years. You ought to see the boys break out those bright yellow packs in the dugouts before each game. Whether you pitch or work in an office—in any kind of work—chewing Beech-Nut Gum really eases that tension."

*Allie Reynolds*



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says  
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are soap and water savings

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**LAUNDROMAT®**  
AUTOMATIC WASHER

**HOW BIG?** Save up to 10 gallons or more of water per wash load! *Plus* soap and water softener savings, too. And the new Laundromat's automatic washing action is so thorough, yet so gentle... that it ends washday wear and tear on clothes. And how it will save you from untold hours of backbreaking drudgery!



**New, Larger Weigh-To-Save Door!**

Larger all around, it holds more clothes for loading, unloading. Tells you exact weight of each load... "Small", "Medium" or "Regular". No guesswork!



**Automatic Water Saver!**

Set dial to match size of load... and your wash gets exactly the right amount of water for washing and rinsing. Ends guessing... saves costly waste!



**Exclusive WASHaway, RINSEaway Action!**

Washes clothes inside and out, over and over again, then triple rinses them. Dirty water drains away from your clean clothes, never through them.



Westinghouse brings you history-making debates every week... PLUS Election Night Returns on CBS TV and Radio.

**America's Favorite Laundry Twins!**

Together, the new Laundromat and Clothes Dryer make an all-automatic home laundry that you'll want to see... try... and buy! New Dryer exclusive features: A Singing Signal that "croons a tune when clothes are dry"... new 3-Way Dry Dial... jumbo-sized Loading Door Shelf... new direct "air-flow" system.



WESTINGHOUSE ELECTRIC CORPORATION  
Mansfield, Ohio

Ask to see the amazing "500 TEST" at your Westinghouse Dealer's

YOU CAN BE **SURE**... IF IT'S  
**Westinghouse**

See TV's Top Dramatic Show... WESTINGHOUSE STUDIO ONE... Every Week





A FULL-COLOR TELEVISED IMAGE OF SINGER KYLE MacDONNELL IS SHOWN ON 11x15-FOOT SCREEN TO AUDIENCE AT AN EXPERIMENTAL EIDOPHOR PROGRAM

## 15-FOOT WEAPON AGAINST TV

**Magnate Skouras hopes to save the nation's movie theaters with Eidophor**

To combat the dragon of television, which keeps millions of moviegoers at home, Film Magnate Spyros Skouras, president of 20th Century-Fox, has devised a big new weapon. Eidophor (meaning image-bearer in Greek) is a Swiss invention which takes a televised signal from an electronic scanner and projects it in color onto a regular movie screen of any size.

It is still going through the experimental stage but got generally favorable reactions when it was shown to industry and government big-wigs and to the press at a demonstration in New York this summer (above). Skouras is so optimistic he is sinking over \$3 million in the project. He hopes to get Eidophor machines installed in hundreds of theaters, then put on

special sports events or fancy musical shows — "bringing *Oklahoma!* to Kansas"—which combine the glitter and polish of a Hollywood Technicolor production with the freshness of live action. They will, Skouras believes, make people flock back to the movie palaces with the conviction that what they see on their poor little TV sets at home are dull gray things indeed.



## America's Most Successful Whiskey Meets the Press

**1st Reporter:** What are your plans for 1953?

**7 Crown:** Looks like I'll again be elected America's most popular whiskey.

**2nd Reporter:** What's the secret of your success?

**7 Crown:** Just a question of taste—a taste that more people seem to prefer than any other in the history of fine whiskey.



# Say Seagram's and be Sure





'CHAP STICK' is the only antiseptic lip balm. But here's added protection. Every 'CHAP STICK' is individually marked\*—a personal 'CHAP STICK' for every member of the family.

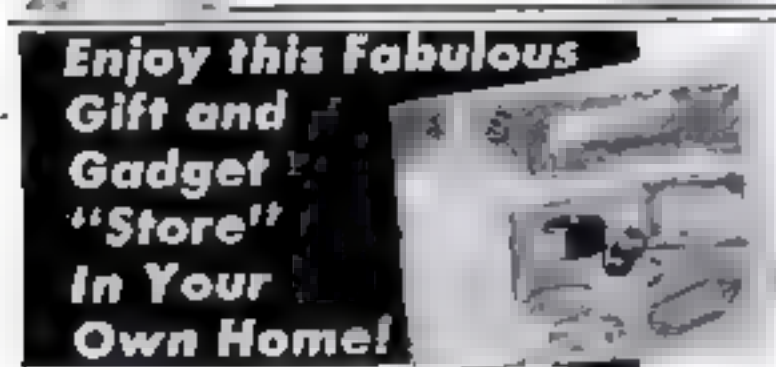
'CHAP STICK' is the nation's choice for parched, cracked, weather-sore lips. Specially medicated. Specially soothing. Relief is swift and lasting.

Carry 'CHAP STICK' with you wherever you go. Pocket-size, easy to apply. Refuse all substitutes. For your own protection, ask for 'CHAP STICK'—and be sure you get it!



ALL HANDS THAT WORK need  
**Chap-ans**  
The hand cream made for men  
Penetrating, extra soothing, antiseptic. Quick relief for chapped, cracked, work-sore hands.  
In generous man-sized tube. At drugists.  
CHAP STICK CO., LYNCHBURG, VA

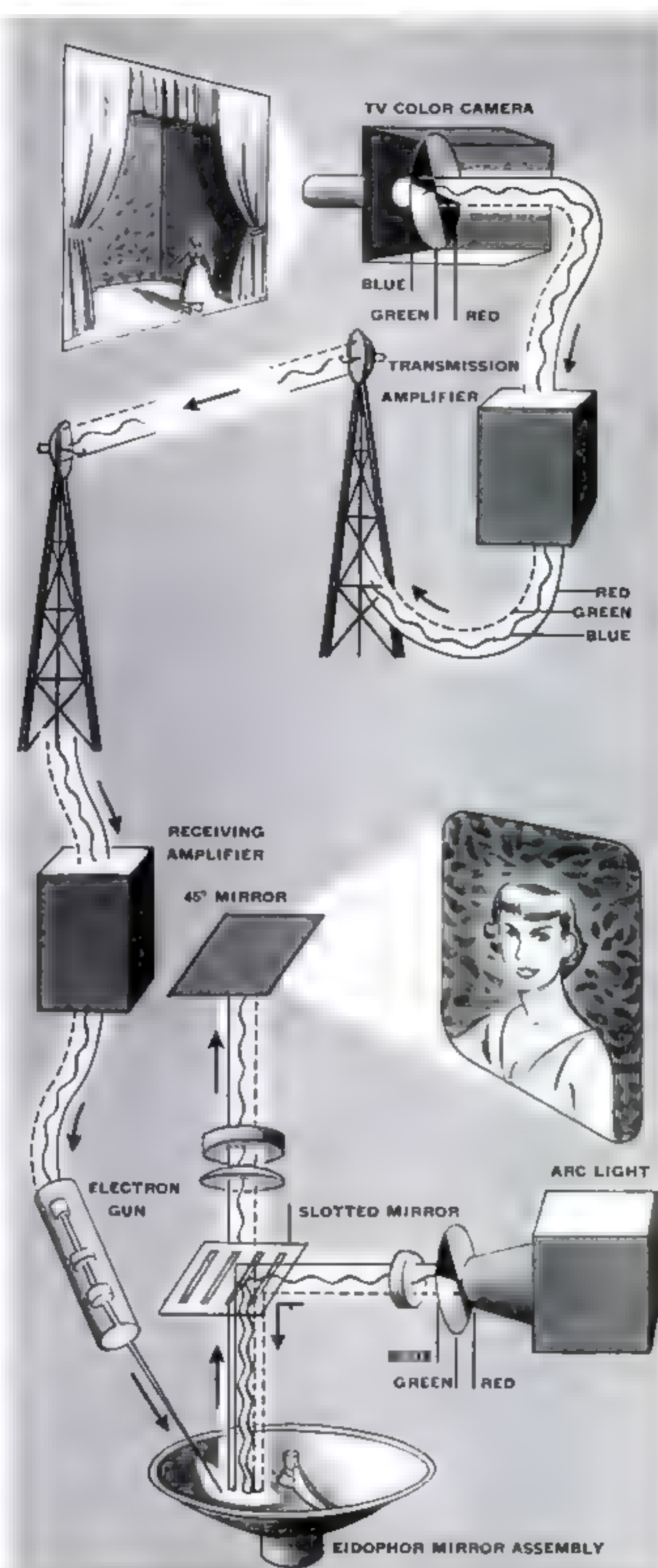
Get aboard the Gravy Boat



Between the covers of this fascinating Christmas Catalog is America's most interesting Gift and Gadget Store. Unusual gifts for the family—original kitchen, household, garden gadgets—wonderfully inspired toys. Many ours exclusively! All at them priced in such a way that the folks who started this business 115 years ago, would still approve!

**DREER'S** of Philadelphia  
323 DREER BLDG. 105 N. 5TH ST. PHILADELPHIA 6, PA.  
MAIL COUPON NOW • GET YOUR FREE COPY TODAY  
HENRY A. DREER, INC., 323 DREER BLDG.  
105 N. 5TH ST. PHILADELPHIA 6, PA.  
PLEASE SEND ME FREE COPY OF YOUR BRAND NEW GIFT AND GADGET CATALOG.  
NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## WEAPON AGAINST TV CONTINUED



### HOW EIDOPHOR BRINGS STAGE IMAGE TO SCREEN

The steps by which Eidophor brings a stage performance to the 15-foot movie screen are shown above. First, a TV color camera transmits performer's image—broken into color elements by the camera's color wheel—to a receiving amplifier in the locality of the Eidophor-equipped movie house. The Eidophor machine, broken down in the diagram to make its elements easier to understand, actually is boxlike, 2' x 4'8" x 7'5" and externally resembles a regular movie projector. Eidophor receives the transmitted image in the form of an electron beam which is shot by the electron gun to a bowl-shaped revolving mirror. The mirror, coated with a thick oil solution, is struck by the electron impulses which make microscopic dents in the oil surface, carving out a relief image of the TV picture. The arc light sends beams through a color wheel synchronized with the color wheel of the TV camera, then to a slotted mirror which bounces light down to the image on the bowl. The colored rays are reflected from the microscopic dents back up through the mirror slots, through a series of lenses which reassemble and project the complete colored image to a 45° mirror throwing the Eidophor picture onto the movie theater screen.

## Only Kayser

makes "Slendos"  
at practical prices!



\$4.95

Nylon, naturally! Two-way-stretch power net! Thanks to Kayser's clever designing... no bones, no bulges! Note smoothing front panel of rayon satin, the really non-roll elastic waistband. Detachable garters. S, M, L... in white or black. Girdle, \$3.95; Panty Girdle, \$4.95. (Nylon tricot crotch.)



\$3.95

**KAYSER**

Hosiery, Gloves, Lingerie, Girdles  
Infants' and Children's Underwear



# One for the Wide Open Spaces



**I**t's right at home on city streets, of course—nimble at lights, alert to openings.

In traffic tangles it velvets along without jerk or jar, keeps you free from strain and tension—because Dynaflow Drive\* is at work.

To park it is a breeze. For all its spacious six-passenger roominess, this tidy traveler handles like a fly rod—and Buick's Power Steering\*\* takes over when turning is a task.

But when you get out where the country spreads uncluttered for miles around—that's where this beauty really makes you beam.

That's where you fully feel the sweep of power that can pour from a high-compression valve-in-head Fireball 8 Engine.

That's where you learn what coil springs on all

four wheels, and a rigid torque-tube, and the other engineering gems of Buick's Million Dollar Ride can do for your comfort and sense of security.

That's where you discover how fatigue-free a full day's journey can be—how relaxing and pleasurable Buick driving is—how completely you feel the freedom of the outdoors.

**W**ant to try all this? Want to try a Buick for size, room, comfort, power—and mood medicine?

Drop in tomorrow. We'll be glad to show you what a Buick can do to you and for you—and at prices that make it the smartest buy of the times.

Equipment, accessories, trim and models are subject to change without notice. \*Standard on Roadmaster, optional at extra cost on other Series. \*\*Optional at extra cost on Roadmaster and Super only.

Sure is true for '52 { **When better automobiles are built** ***BUICK*** **will build them**

SEE YOUR NEAREST BUICK DEALER





THE FORCE OF ROCKY MARCIANO'S KNOCKOUT BLOW TWISTS JERSEY JOE WALCOTT'S FACE INTO A FROGLIKE LEER AS IT LANDS EARLY IN THE 13TH ROUND

## THE PHILADELPHIA PUNCH

**After being outfought for 12 rounds, Marciano becomes heavyweight champion with one mighty wallop**

Old Jersey Joe Walcott used all his skill and great cunning to avoid being caught as he is in the picture above. Until the fateful blow landed in Philadelphia last week, separating him from his senses and the world heavyweight title, the old man fought a remarkable fight. He knew that he had to get Rocky Marciano, the rugged challenger, early—and he almost did with a crushing left in the first round. In the 12 rounds that followed blood flowed from Marciano's face and from Walcott's left eye. The old

man was not only ahead on points in the 13th round but to everybody's amazement was looking stronger than the young one. Then Marciano produced the punch that he always counts on (*LIFE*, Sept. 22) to bail him out of trouble. It was a short right that exploded against Walcott's chin. As the old champ settled for the count, Rocky started to dance a jig, then abruptly stopped. "You feel so damn happy," he explained later, "that you hate to show your emotions with a guy laying there like that" (*next page*).

AS ROCKY FOLLOWS THROUGH AFTER THE BIG KNOCKOUT PUNCH, ONE OF THE HARDEST IN BOXING HISTORY, BEADS OF SWEAT FLY FROM JERSEY JOE'S HEAD



CONTINUED ON NEXT PAGE





**CLOROX** provides  
more than *whiteness*  
...it makes linens  
**SANITARY, too!**

Clorox is the most efficient germ-killer of its kind. Besides making white and color-fast cottons and linens snowy-white, color-bright, Clorox makes them sanitary... provides added health protection!

There's no better friend for laundering than Clorox, the 4 in 1 product that bleaches, removes stains, deodorizes and makes linens sanitary. And Clorox is free from caustic, extra gentle on fabrics...an important, linen-saving feature exclusive with Clorox!

And **CLOROX** kills germs in every-day cleaning, too!

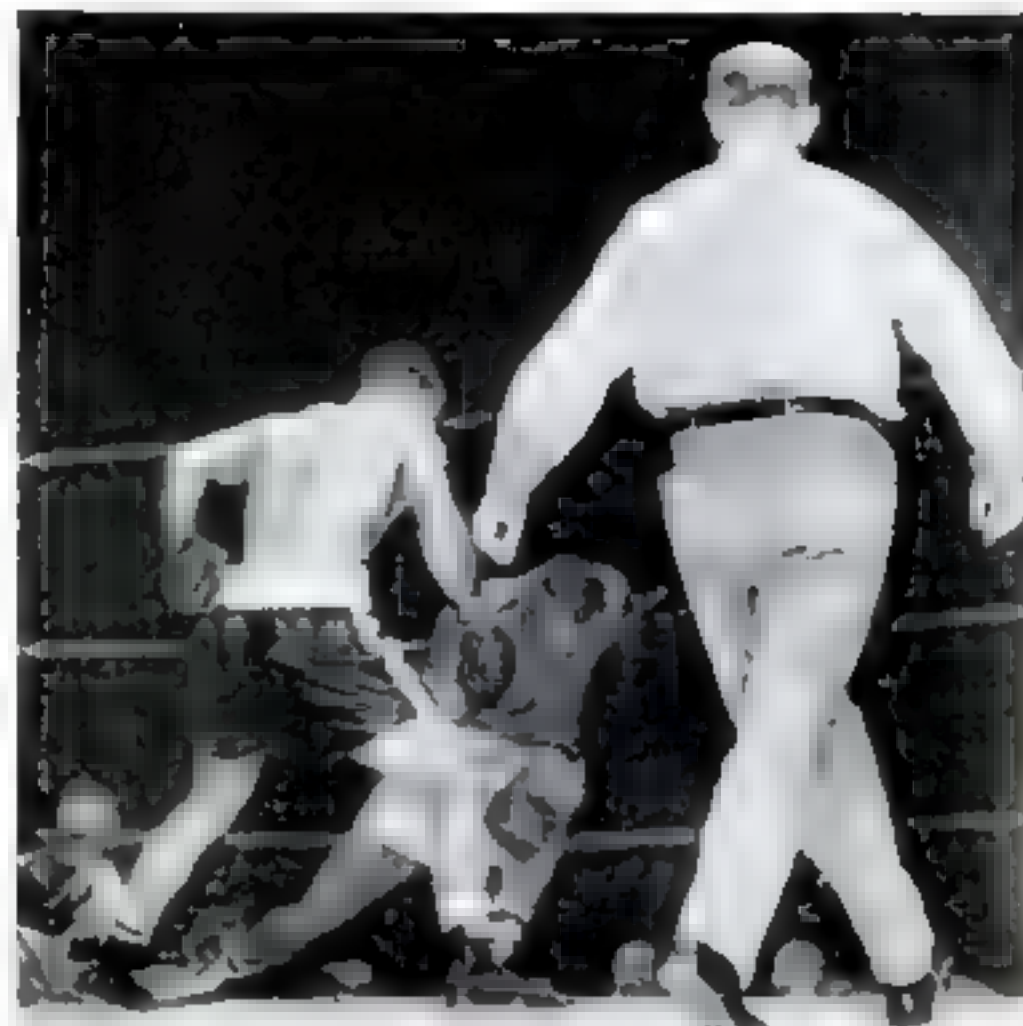


Yes, you safeguard your family's health every time you use Clorox... not just on washday. Bathroom and kitchen germ centers are hygienically clean when they're Clorox-clean...for Clorox is one of the world's great disinfectants, a type of disinfectant recommended by public health authorities! See directions on the label.

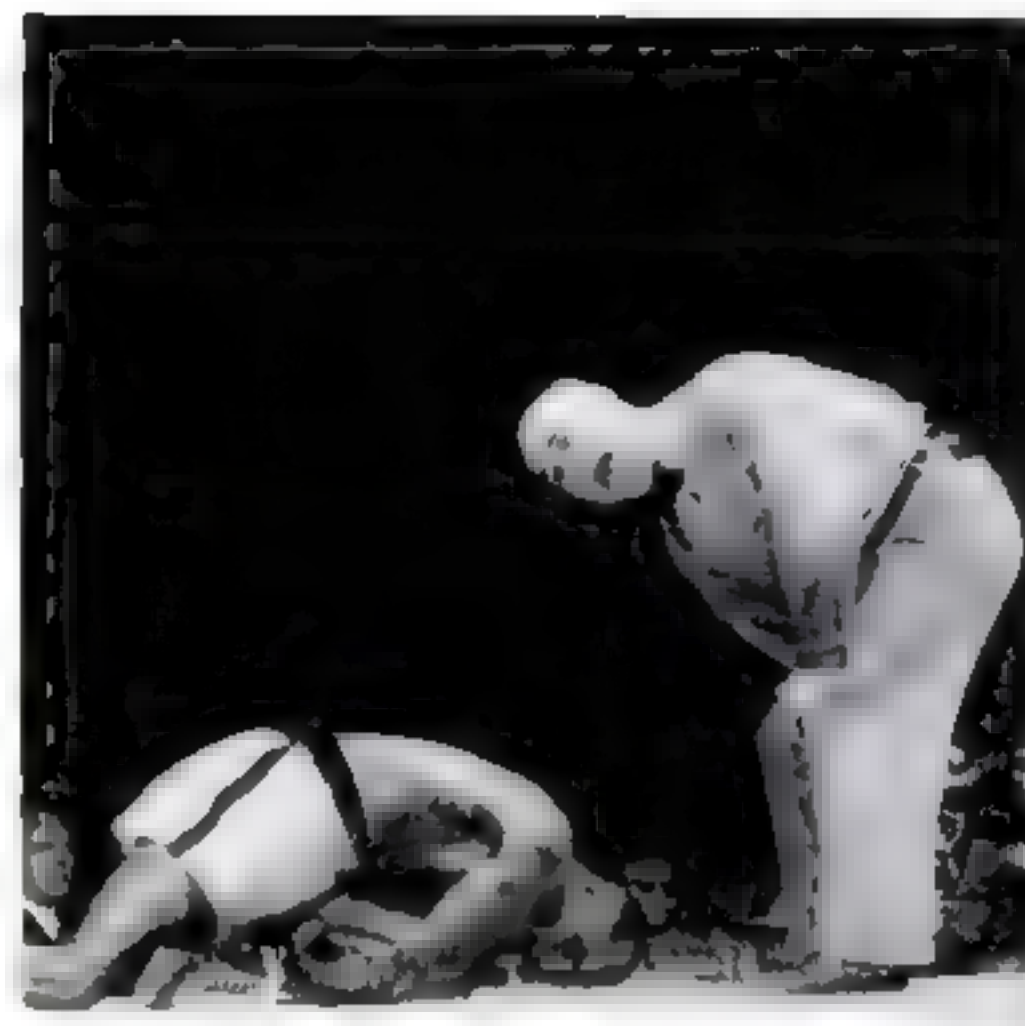


**When it's CLOROX-clean... it's SAFER for Family Health!**

**Philadelphia Punch** CONTINUED



**COLLAPSING**, champ begins slow sag to floor as conqueror stands by stiff-legged, aware night's work is done.



**SENSELESS**, Walcott never so much as quivered as he lay with his head on canvas while referee counted him out.



**COMING TO** half a minute later, after being rolled over on his back, Walcott is worked over by doctor (right) and

handlers. "I didn't know what hit me," said Walcott when his head had cleared. "But whatever did hit me hurt."

CONTINUED ON PAGE 123



# Let's get down where close electric shaves begin!

*Just like a comb, the New Schick "20's" exclusive Bevelled Comb Edges guide whiskers into perfect position for skin-line shaving.*

**Y**OU'RE right if you think your whiskers are different. No two beards grow exactly alike.

But don't think you can't get close shaves electrically.

No matter what type beard you grow, no matter how different your facial contours, the New Schick "20" gets down where close shaves begin. It gives you a brand-new conception of how close, clean and comfortable an electric shave can be!

Yes, all whiskers get theirs—pronto! For the New Schick "20's" Bevelled Comb Edges guide them all directly into the shaving slots—so that lightning-fast strokes of keen surgical steel can shear them cleanly off at the base.

Best of all, this Schick Electric Shaver does it quickly, easily. No bulky nonessentials. Its Heads are just the right size to get into every dip and dimple and clean up—but *completely!*

When you snap the handy Stop-Start Button on the "20"—powered by the mightiest rotary motor of its size in the world—it breezes through your beard and leaves behind a face free of stubble, *all over!*

No wonder more men use Schick Electric Shavers than any other make!

See the New Schick "20" now at any Schick Electric Shaver Dealer's or any Schick Electric Shaver Shop. And note that you can buy it for yourself—or as a gift—without risking a dime.

## NO-RISK 10-DAY TRIAL PLAN!

The New Schick "20" in saddle-stitched Caddie Case is only \$24.50. The New Schick "Colonel," with many features of the "20," is only \$19.95. Ask for either on 10-days' trial. If, in 10 days, you—or the man you give it to—aren't delighted with its close, comfortable shaves—return it and *every penny will be instantly refunded.*

Schick Incorporated, Stamford, Conn.

# New Schick "20"

—better-built for closer shaves

**MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE**

*On television every week see The Jackie Gleason Show;  
every other week, Crime Syndicated*

## SCHICK Electric Shaver Shops... for sales and service... conveniently located

**CA. IOWA**  
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622 Eighth Avenue  
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681 Market St.  
**COLORADO**  
Denver,  
725 15th St.

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983 Main St.  
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45 Garden St.  
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N. Y. Ave. & 15th St., N.W.  
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**ILLINOIS**  
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**INDIANA**  
Indianapolis,  
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**IOWA**  
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Back again—the season's big canned foods event—

# DEL MONTE<sup>®</sup> AT GROCER'S NOW! OCT. 3 TO NOV. 8



# ROUND-

Talk about rip roarin' values — once again grocers everywhere have corralled those new packs of delicious DEL MONTE Brand Foods.

Don't miss this grand opportunity to stock your cupboards with a big selection of tender garden vegetables, mellow summer fruits — all a-brimmin' with wonderful DEL MONTE flavor.

So watch for grocers' displays. Buy in quantity, for real economy.



Just you give me  
more and more   
of the foods I adore —  
DEL MONTE, *for flavor first*  


Don't them purty  
green and red labels catch  
your eye? Come on down  
— lay in a supply





# UP

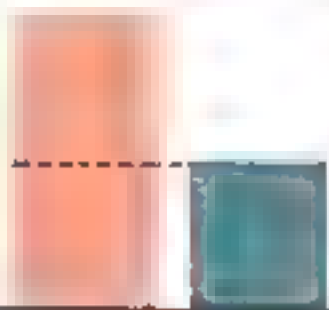


New packs look mighty handsome, ma'am  
None better in all the land



## A GREATER VALUE THAN EVER

PERCENT INCREASE—  
ALL FOOD  
PRICES



PERCENT INCREASE—  
CANNED FRUIT  
& VEGETABLE  
PRICES

Did you know that, according to the U.S. Department of Labor (May, 1952) canned fruits and vegetables have gone up in price less than half as much as "all foods" since 1933-39? This means your canned fruit and vegetable dollar goes farther than a dollar spent on most other foods. And when you choose DEL MONTE, you get the biggest value of all. For DEL MONTE gives you dependable quality and flavor, time after time.



# America's Favorite and Finest Enamel!



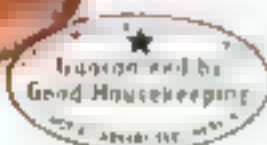
KEM-GLO is so practical for bathroom walls . . . withstands steam, moisture.

KEM-GLO keeps woodwork beautiful . . . resists scuffing, is easy to keep clean.

Color-styled from the Color Album, with KEM-GLO in Arbor Green for walls and cabinets, Light Chartreuse for ceiling, Norwood Green for door and Carnival Pink for counter tops . . . all so easy to keep sparkling clean.

READY-TO-USE...  
JUST STIR AND APPLY

\$1.45 PINT  
\$2.49 QUART  
\$8.35 GALLON



Ask to see the Color Album.  
Hundreds of color schemes.

Kem Products Distributed by . . .  
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If you wish, we will gladly recommend  
a painting contractor for any of  
your painting needs.



## KEM-GLO® *So Beautiful! So Durable!*

### LOOKS and WASHES LIKE BAKED ENAMEL

Here's beauty that makes housekeeping easier! KEM-GLO has a rich subdued lustre. It's so tough even boiling hot water won't harm it. Fruit juices, beverages, cooking spatters, cosmetics, kiddies' crayon drawings . . . wash off as easy as washing your refrigerator. It resists scuffing and chipping, too. That's why KEM-GLO, the miracle lustre enamel, is first choice for kitchen and bathroom walls and ceilings, for all woodwork throughout your home . . . yes, for furniture, too.

It's so easy to apply. Just stir and brush it on. In 3 or 4 hours it's dry. KEM-GLO comes in 16 gorgeously styled colors and a real white white that stays white. Plus hundreds of lovely combinations of intermixed colors.

### SUPER KEM-TONE... The Deluxe Easy-to-Use Wall Paint

Repeated Washing Can't Mar Its Matchless Beauty!

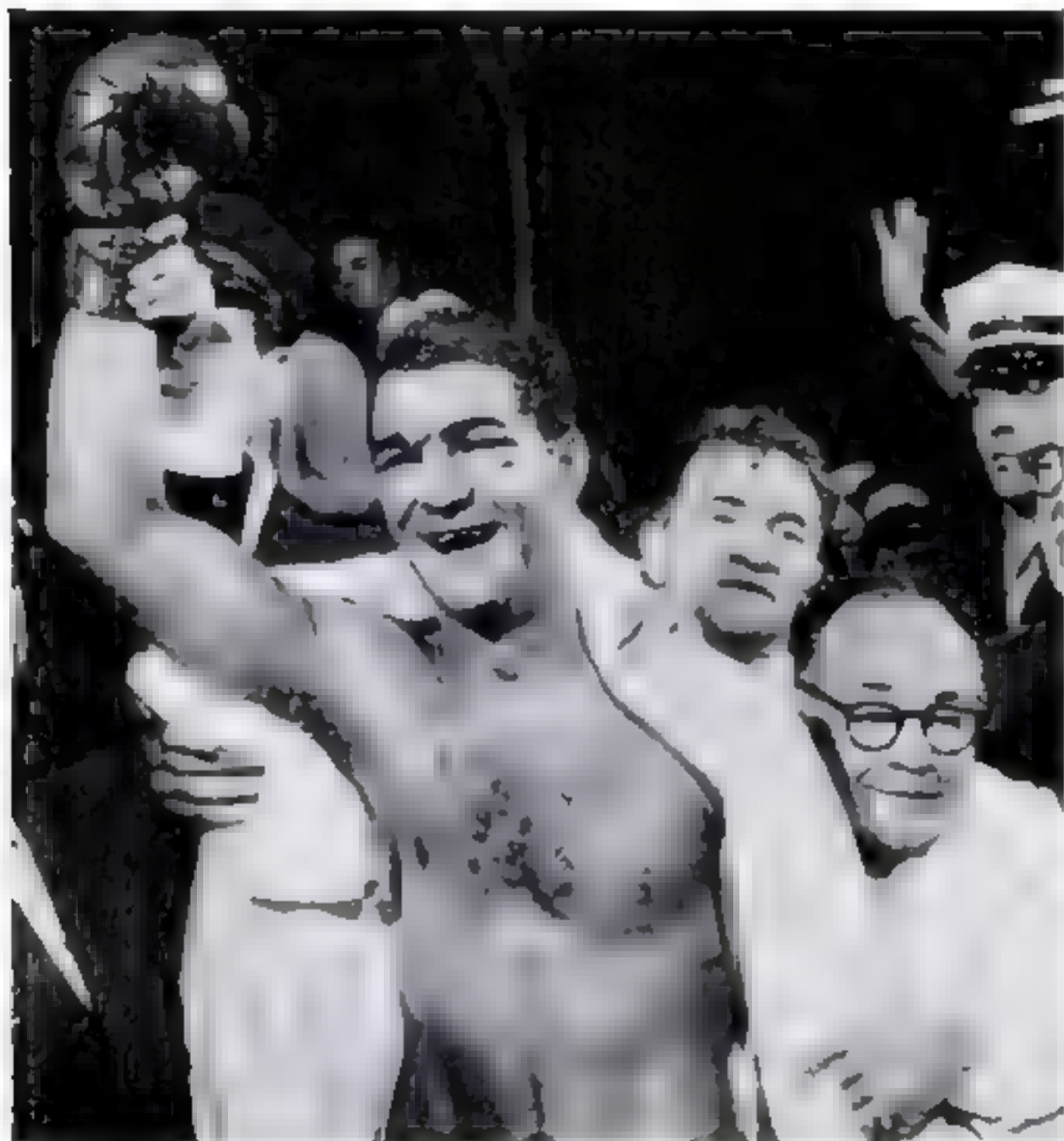
America's No. 1 wall paint . . . rich as velvet . . . yet so amazingly durable that repeated washings won't mar its beauty. Ready-to-use, easy-to-apply . . . so quick to dry you can have a "new" room in a day. Lovely colors, matched to KEM-GLO.

\$1.65 QUART \$5.19 GALLON  
(Deep Colors Slightly Higher)

SUPER KEM-TONE, KEM-GLO AND KEM-TONE ARE SOLD AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE



# NEW CHAMP GETS A NOISY START



**THE NEW CHAMP** acknowledges crowd's tribute with raised arm as bespectacled Charlie Goldman, champ's trainer and pal, wears dazed but happy grin.



**HYSTERICAL ROOTERS** from Marciano's home town of Brockton, Mass., stampede the ring after the fight. Some wore special "Rocky" sweaters and caps.



**CHAMP'S MANAGER** Al Weill (left) tries to quiet noisy crowd of reporters in dressing room. He says Rocky may fight Walcott again in January.



get a **looking-glass shine** ***FAST***

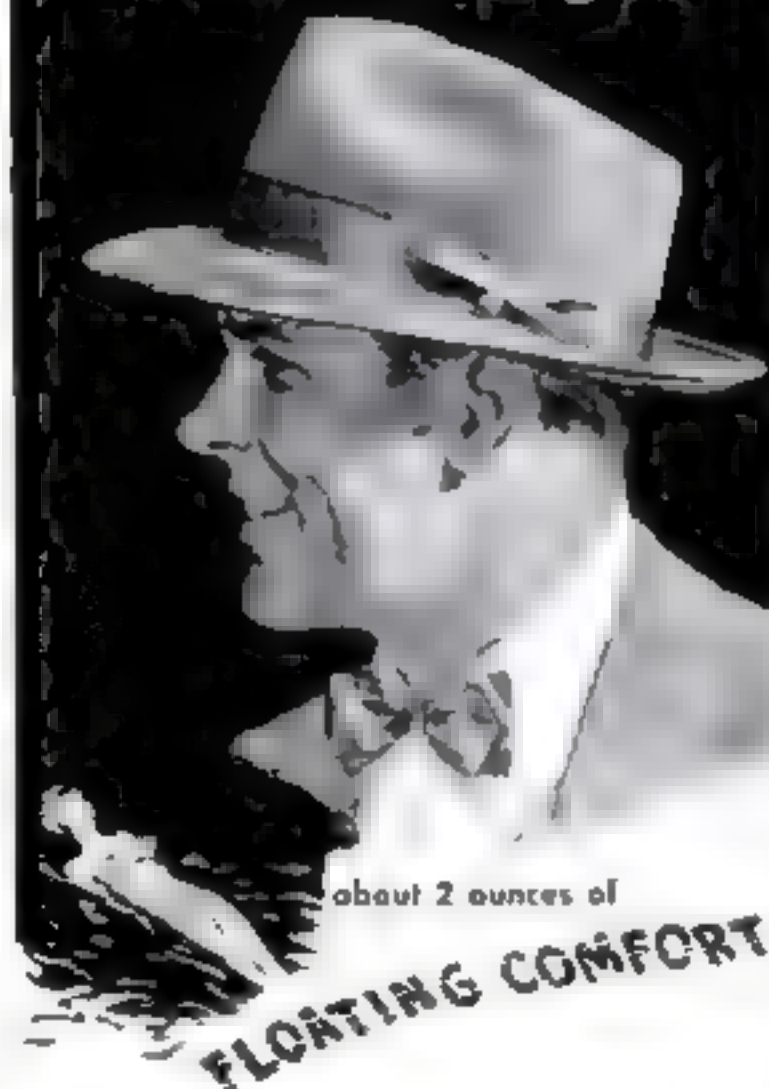
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**ESQUIRE**  
**B O O T P O L I S H**



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No other polish gives you a brighter shine—or gives a shine so easy, so fast. Lanolize your shoes and see for yourself. See how nicks and scratches disappear like magic. See how your shoes take on that deep, rich, gleaming bootmaker stain finish. And you'll see why Esquire is America's largest selling quality shoe polish. Available in 9 colors.

**PORTIS**  
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about 2 ounces of

**FLOATING COMFORT**

The Portis Tissue Weight is an amazingly comfortable hat...two ounces of superbly styled fur felt...subtly pre-blocked. Handsome bound edge with new overlapping band and button trim. Your choice of fifteen smart colors. America's Best Hat Value...  
**\$7.50**

Other Portis Hats \$5 to \$20

At better stores or write  
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**CHEWING IS MY  
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Shaped like a bone—hard like a bone—**MILK-BONE DOG BISCUITS** give him the sport of *chewing*—the exercise that helps keep teeth and gums healthy! Thrifty, too, because it's concentrated nourishment. Feed it regularly—every day. Always available at your favorite food store.

**MILK-BONE DOG BISCUIT** contains nutrients your dog needs: Vitamins A, B<sub>1</sub>, B<sub>2</sub>, D, and E... Meat Meal... Fish Liver Oil... Wheat Germ... Whole Wheat Flour... Minerals... Milk.



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National Biscuit Company, Dept. LM-17-10 FREE  
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440 E. 10th St. New York 9, N. Y. **SAMPLE**

Send me free **MILK-BONE DOG BISCUIT** Also Booklet "How to Care for and Feed Your Dog." (Paste coupon on postcard if you wish.)

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This offer good in United States only



**KICKING** Gentle leg bands cannot hamper baby's kicking. Pants are great work-savers for mother during those first "constantly wet" days.

**CREEPING** Waistband on Kleinert's Softex baby pants never binds or rubs baby's delicate skin as he inches his way on his tummy.

**CRAWLING**



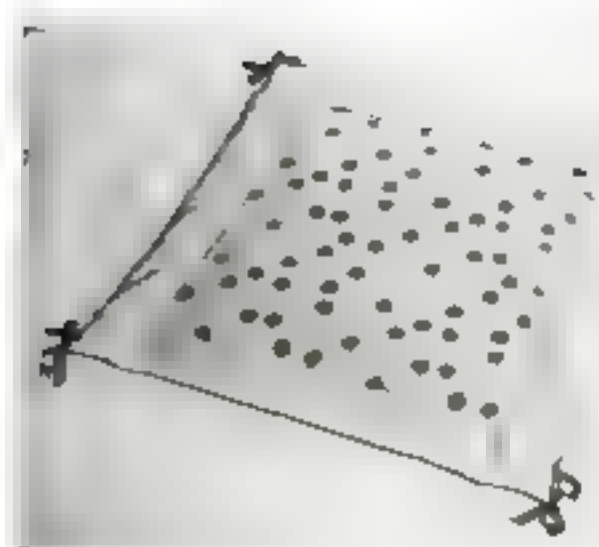
The baby pants approved by doctors, infants' nurses and psychologists!

*They protect baby all ways...through*

*Is your offspring a new infant? A toddler? Older? You'll want Kleinert's Softex Pants ...approved by a group of experts (and millions of mothers!) as correct to protect baby ALL ways, through ALL stages. Safe to wear all day, all night, because they're made of soft, soft, Softex, an amazing fabric waterproofed without rubber. Can't rub, stick to or overheat baby. Softex helps prevent diaper rash, heat rash, chafing. "Wetness" cannot seep or leak through fabric. Kleinert's pants can't restrict baby's growth motions; they're cut and shaped for freedom of motion. Leg openings and waist band caress, never bind. Softex baby pants cut baby's laundry and mother's work in half...since clothes, crib and carriage linens stay dry. Can't crack, peel or stiffen. Small, medium, large and extra large. Baby colors and white. Silk Softex pants, only \$1.*

# Kleinert's SOFTEX BABY PANTS

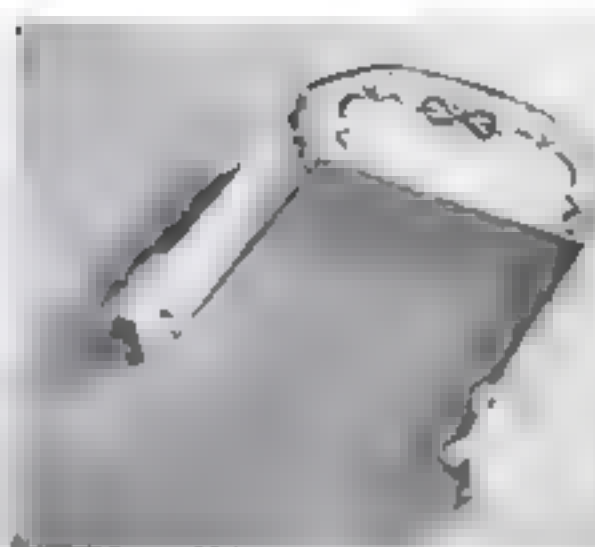
*waterproofed without rubber*



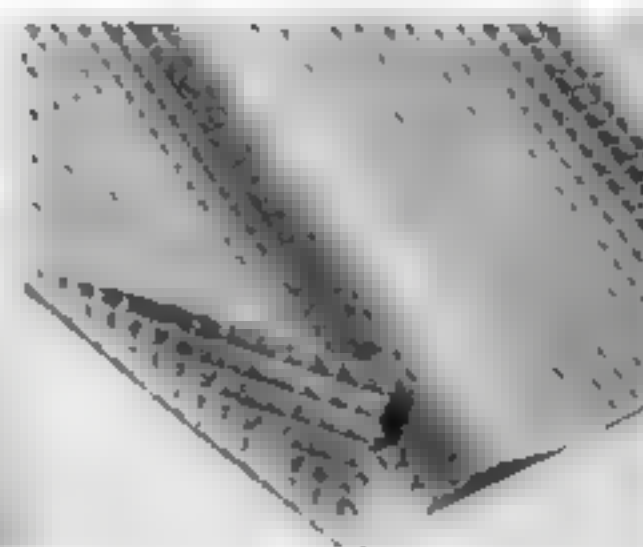
1. New "Scatter Dot" Play Pen Rug. Beautifully hand-screened in five gay color combinations on heavy vinyl plastic. Washable. About \$5.95.



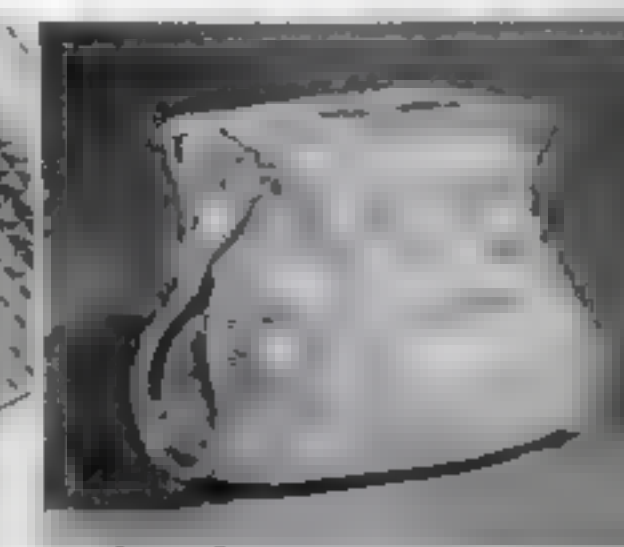
2. Kleinert's Hot & Cold Bag. For Baby's formula, for picnic drinks. Keeps hot things hot, cold ones cold for hours. \$3.95, Gift boxed, \$4.25.



3. Nosegay Crib Bumper. Hand screened in 3 colors on heavy vinyl plastic with wood fiber filling. In your choice of 5 basic shades, about \$3.95.



4. Kleinert's Quilted Rubber Pad. Soft as a cloud! Waterproof, acid-proof. Cleans with damp cloth. Sizes for crib and carriage, 79¢ to \$3.75.

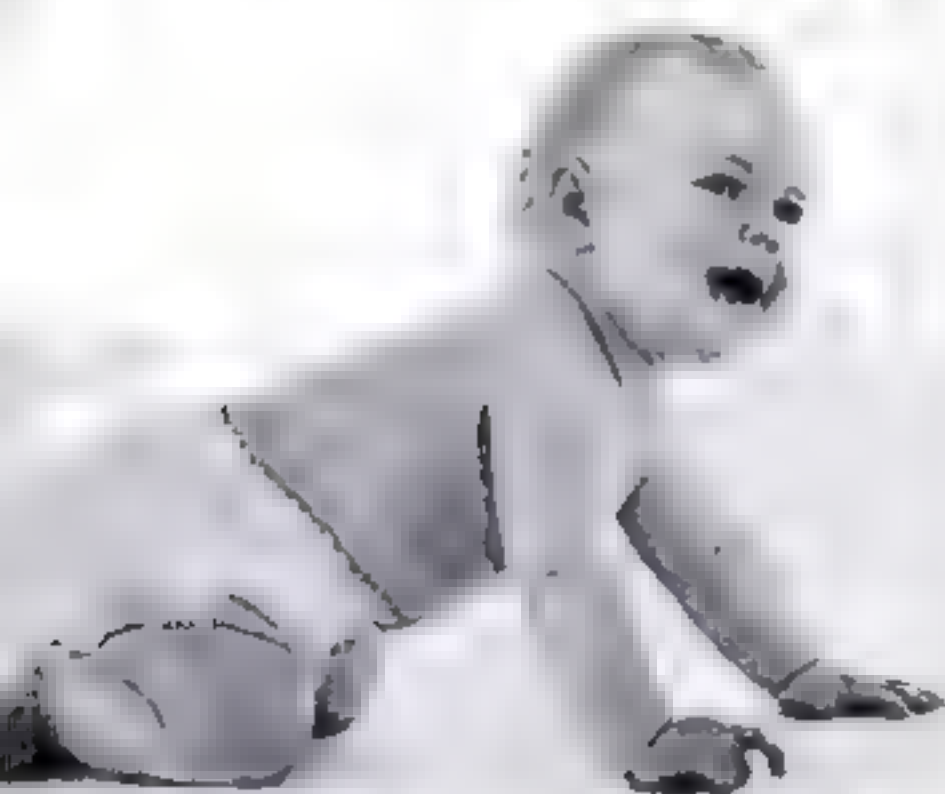


5. Kleinert's Pad Pants. Use with disposable pads or with diapers. Can't over-heat or stick. Hook fastened! \$1.15.

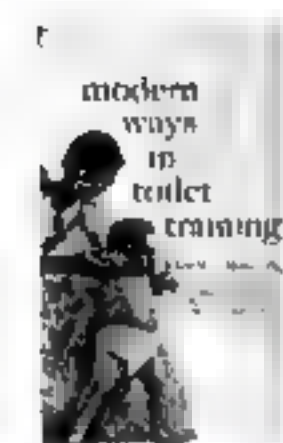


nts are scientifically designed with extra roominess; give  
by complete freedom for the gymnastics of the crawling stage.

**FIRST STEPS** ...are difficult for baby...actually painful if baby is chafed.  
Kleinert's Softex protects against chafing, diaper rash, heat rash.



*all stages*



**FREE**

wherever Kleinert baby products are sold. An authoritative booklet on "toilet training"...prepared for Kleinert by the noted psychologist, family counsellor, lecturer, and author of books about children... Dr. Robert M. Goldenson, Ph. D.



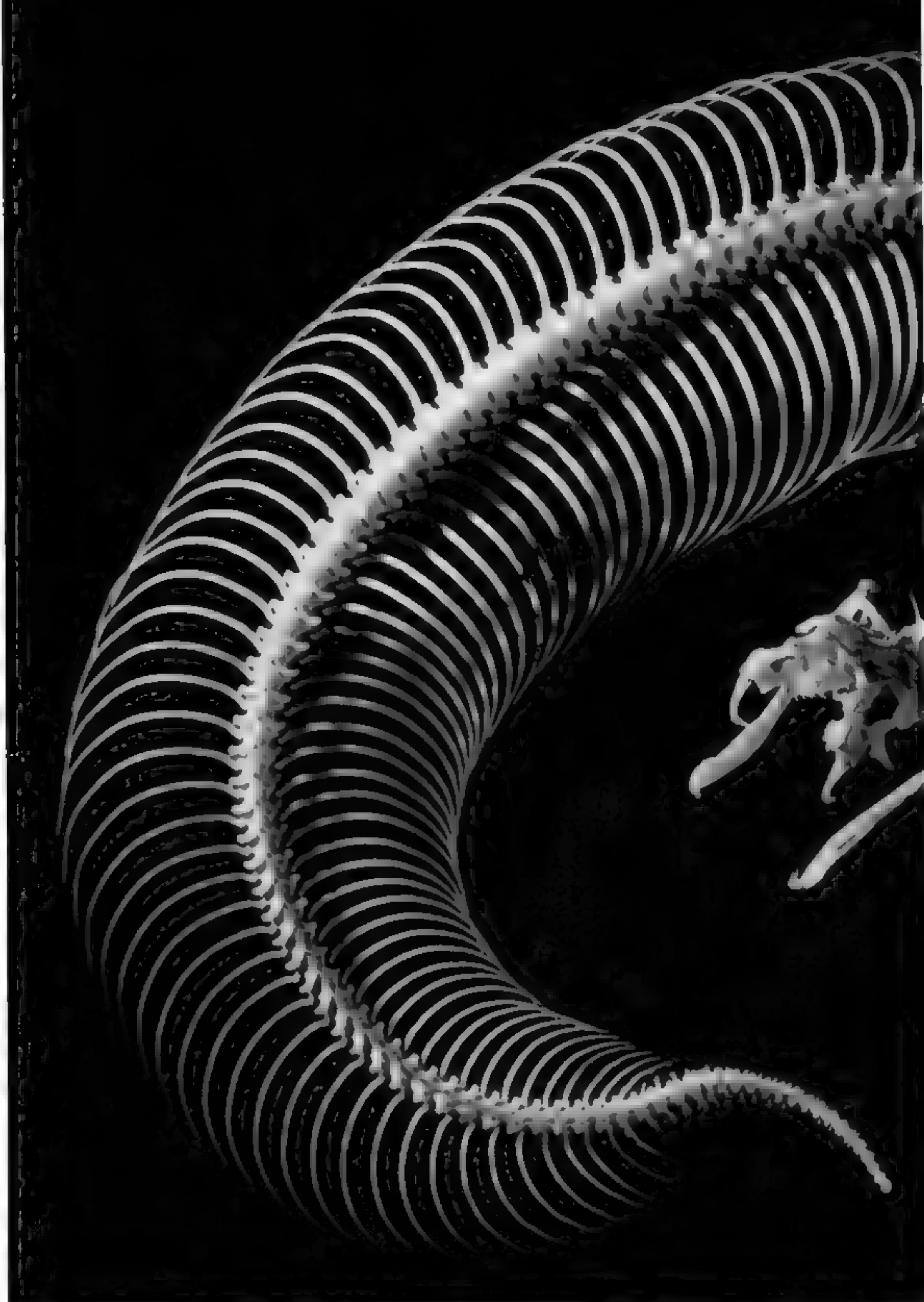
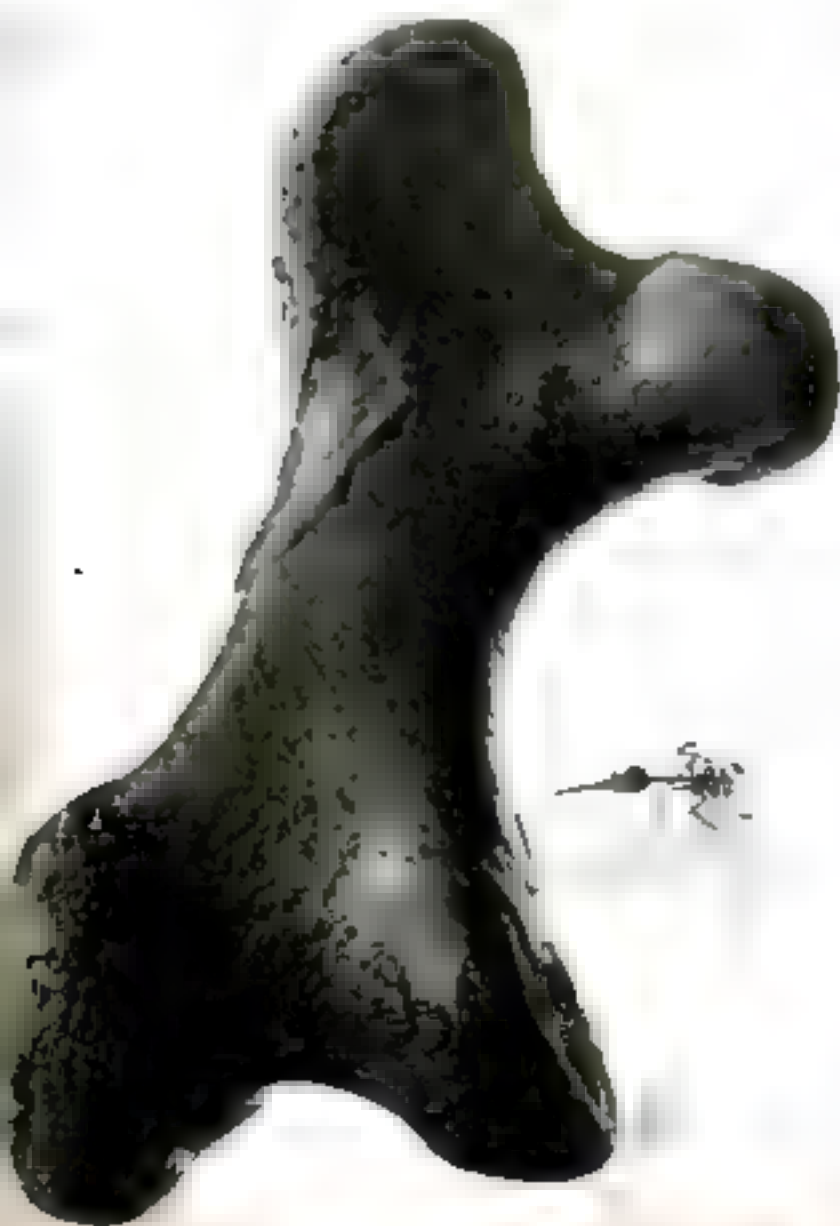
6. Dry-Downe Crib Sheet. Waterproof; covered with cotton flannel. Never clammy. Varied sizes, 79¢ to \$3.95.



7. Kleinert's "Snugfit" Pants. They're made of sheer nylon tricot with clear vinylite lining. No bulk, no discomfort. In pretty baby colors, \$1.69.



**SMALLEST AND LARGEST** bird bones are skeleton of 1/10th-ounce hummingbird and the femur of now extinct 1,000-pound elephant bird.



PRECISE AND GRACEFUL ARCHES IN SKELETON OF 4-FOOT-LONG GABOON VIPER ARE FORMED BY 100 PAIRS OF MOVABLE

PHOTOGRAPHED FOR LIFE  
BY ANDREAS FEININGER

# BONES

Modern man, with his technical knowledge, has filled his world with engineering marvels. Yet the most marvelously engineered objects ever created are more ancient than man himself. These are the bones and skeletons of living things. From tiny hummingbirds to the great whales, the bone structures of animals employ the same engineering principles as suspension bridges, cantilevered buildings and vaulted auditoriums, and are executed with a

subtlety no human engineer would dare specify. The skeleton of the viper above is exactly engineered for sinuous motion. The thighbone of a man, tough as wrought iron and about 15 times as light, is perfectly sculptured to follow the stress patterns to which it is subjected. And this blend of art and engineering, adding esthetics to utility, gives bones a clean and classic beauty.

More than any other factor, the skeleton





RIBS. THEY PROTECT SNAKE'S SOFT BODY, SUPPORT GREAT MUSCLES WITH WHICH IT CREEPS AND STRIKES AT PREY

## THEY ARE MARVELS OF ENGINEERING AND OF NATURAL ESTHETIC DESIGN

gives the animal its form and, to a large extent, influences its habits. Skull and ribs give shape to the head and the torso. Whether an animal will move through the air, on the ground or even beneath the earth is inherent in the structure of its limbs.

Because bones reveal so much about the nature of animals, and because they remain long after flesh has vanished, they are a major source of information about primitive men and

animals. "From a drop of water," said Sherlock Holmes, "a logician could infer the possibility of an Atlantic or a Niagara. . . ." So too the trained paleontologist can deduce long extinct tribes of men and herds of animals from a few teeth or fragments of bones. The photographs on these pages, taken at New York's Museum of Natural History, reveal how bones and skeletons are constructed, how they move and how they protect the creatures they serve.

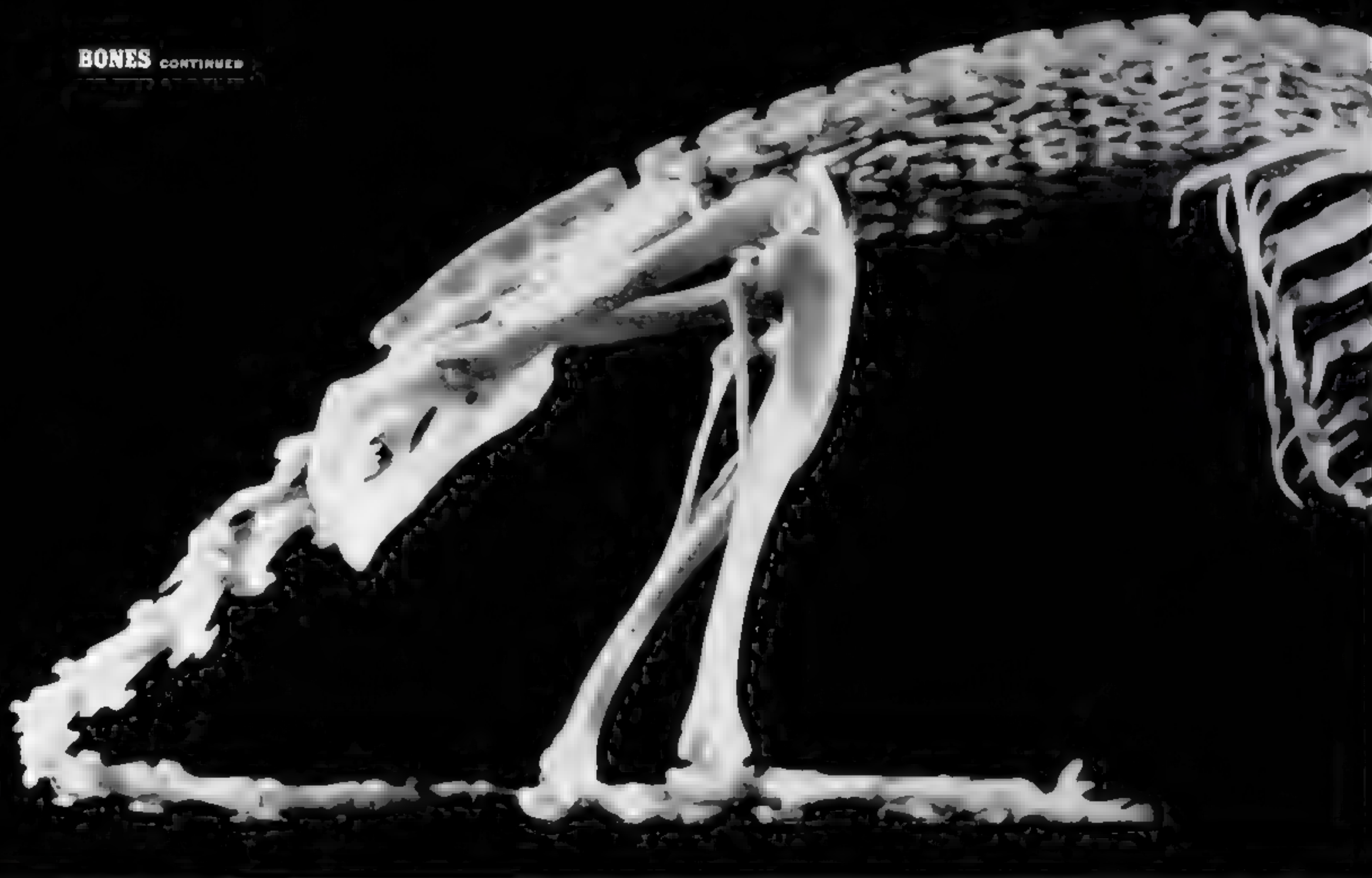
CONTINUED ON NEXT PAGE

**HUMAN AND HORSE** skeletons in upright stance show how the mammalian bone system has been adapted to different posture and locomotion.



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INTERLOCKING PRONGS OF THE STRANGE VERTEBRAE OF THE AFRICAN HERO SHREW GIVE IT A STRONGER BACKBONE DESIGN THAN ANY OTHER MAMMAL.



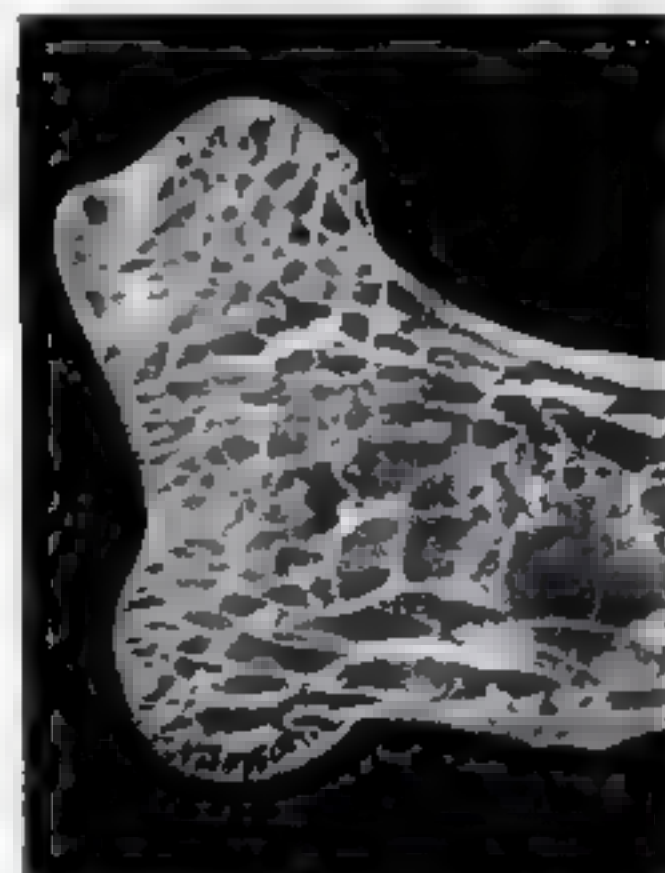
**LIMBS FOR HANGING** have been developed by the three-toed sloth, which spends its life suspended upside down. All limbs are equipped with long talons.

## SPINE AND LEGS

In acting as a support and frame for the organs and flesh of the body, a skeleton must be rigid but not brittle. To withstand shocks and strains from many different directions it must have toughness and resiliency. Consequently almost all bones are slightly flexible and in addition have pads of elastic cartilage between them that act as shock absorbers. The limb bones, which must carry most of an animal's weight, are usually hollow shafts, one of the lightest yet strongest forms of support. Their knobs are filled with a network of light bone called *spongiosa* (below) and this network follows precisely the lines of stress the body's weight exerts on the bone. In most animals the main support comes from the spinal column and limbs, and by far the most common arrangement is that of the two-pier bridge (below). Animals that hop, like the kangaroo and jumping mouse (right), are balanced like a cantilever bridge on a single pier. Still others use the principle of the suspension bridge for



**DENSITY** is greatest in bones of heavy animals. This is bear's femur.



**POROSITY** of the cancellous femur is typical of the light bones of birds.





THOUGH ONLY NINE INCHES LONG THIS SHREW, SHOWN HERE THREE TIMES LIFE SIZE, CAN SUPPORT WEIGHT OF A MAN APPARENTLY WITHOUT ILL EFFECT

## ACT AS A BRIDGE

their support (*left*). The locomotion of animals that walk or fly is largely based on the principle of rotary movement. Their bones are joined in such ways that almost every motion is essentially circular, involving rotation of the bone about a stationary ball or hinge joint. The motion of most animals that swim and slither is produced by a combination of the hinge effect and the sliding of vertebrae against each other, giving their characteristically sinuous movement.

Bones' outer shapes and inner structure are a perfect reflection of a creature's life and activities. They are imperceptibly changed and modified as they are used and they do not cease growth until the creature is fully adult. Far from being inert, bone is living tissue supplied with blood vessels to nourish it. Bone cells can grow and divide, replacing those which have died and have been carried away. And bone is continuously building blood cells and storing minerals for the body it supports and protects.



**HIP JOINT** of man has a rounded knob in a socket so leg can swivel.

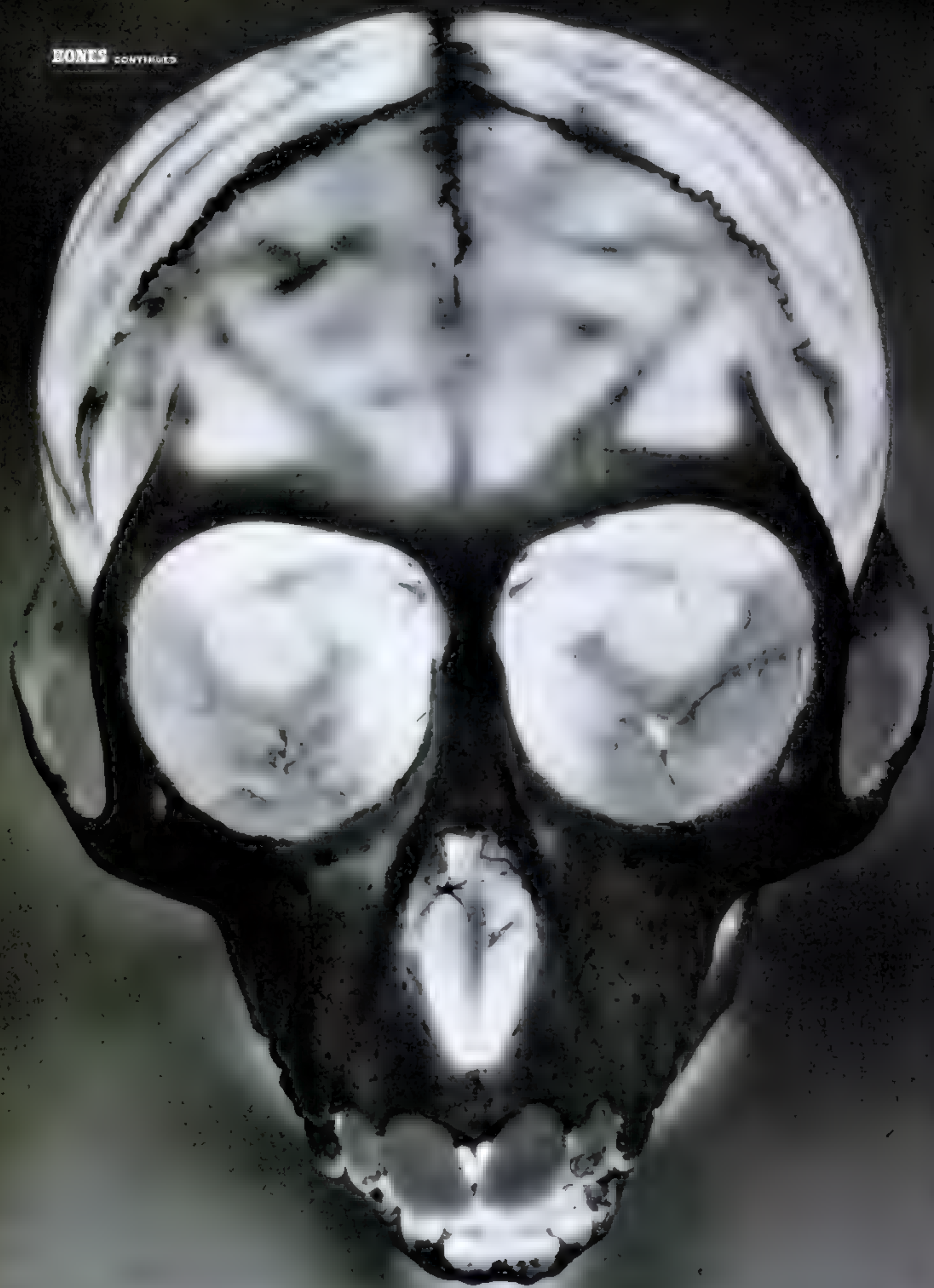


**ELBOW JOINT** has an intricate hinge that both swings and rotates.



**LEGS FOR LEAPING** are asset of Oriental jumping mouse. Its body is only six inches long, but its long feet and lower leg bones enable it to jump 10 feet.

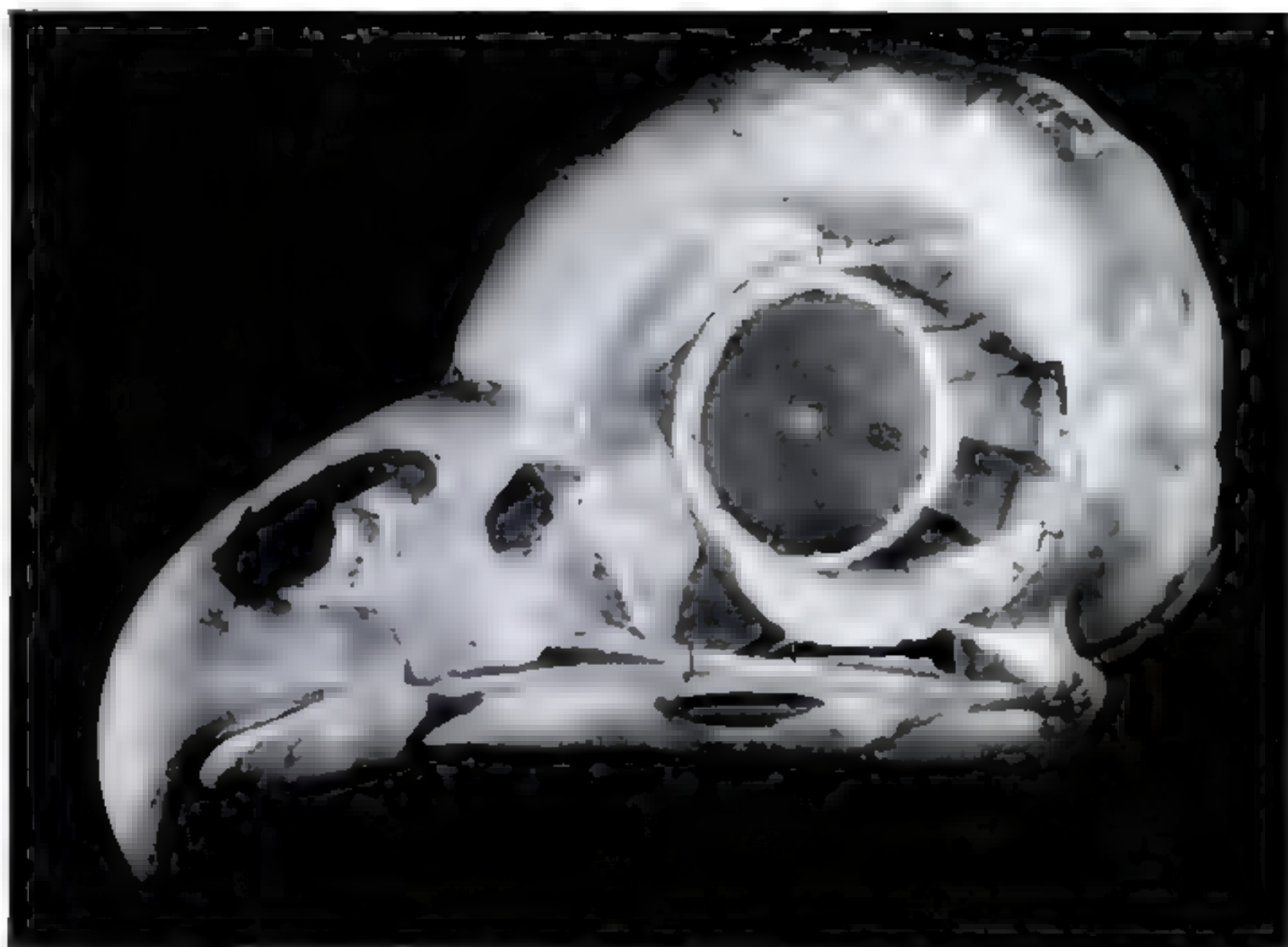




**THIN SKULL** of chimpanzee is adapted for greatest brain capacity and lightest weight that still gives protection. Thin shell of bone is reinforced with

strong ridge around eyes and ears and with thick V-like "beams" at top of brain case. These beams are zones where new bone is deposited as the animal grows.





**STRONG SKULL** of an owl consists of convex shield to protect brain plus circular cases that help

support the eyes, which are larger in birds than in most creatures. Upper beak is fused into skull.

## SKULL, RIBS ACT AS ARMOR

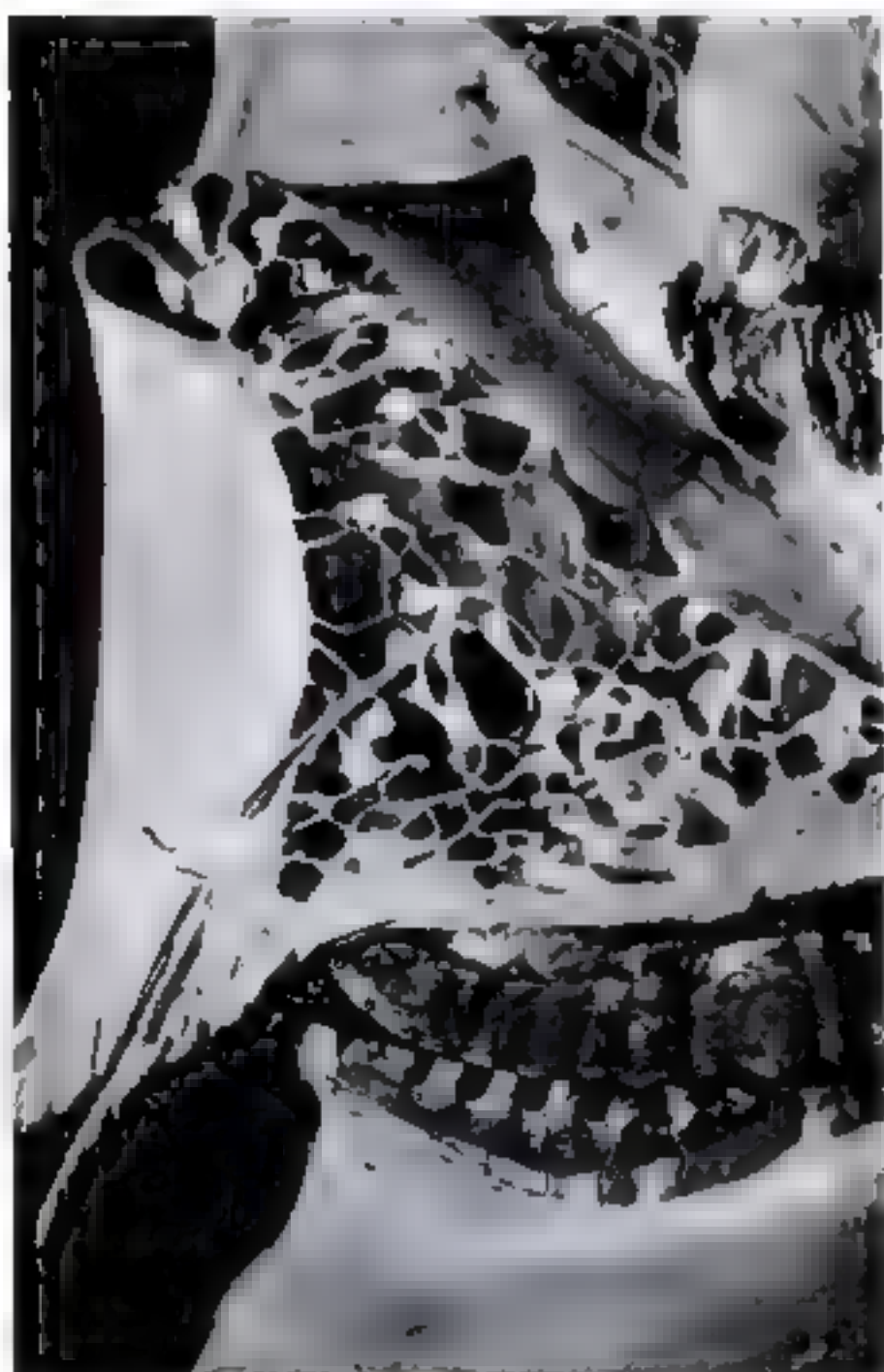
In the course of evolution, bones have become modified to give each animal maximum protection and to adapt it to its environment. Three vital groups of bones protect most of an animal's vital organs. These are the ribs, and the bones forming the skull and pelvis. Ribs cradle the animal's heart, lungs and some digestive organs. The pelvis protects its reproductive organs. And the finely engineered skull encloses its brain. In a special bony case within the skull lies the pituitary, the body's major control gland. The hollow spine, on which the

skeleton is hung, protects the spinal cord after it leaves the skull, and has tiny openings along its length to allow nerves to emerge to all parts of the body.

In animals whose survival requires particular adaptation of a single faculty or habit, bone specialization often becomes extreme. Birds, whose lives depend upon flight, have hollow, air-filled bones to reduce their weight. And both the forefeet of a mole and the rear of an armadillo (p. 132) are developed excessively to serve these animals' peculiar ends.



**A CROSS OF BONES** in skull of crucifix catfish helps armor its heavy head and gives it its name.



**THICK SKULL** of elephant, shown cut in half, is honeycombed for lightness, thick to protect brain.



**CAGE OF RIBS** protects a gorilla's vital organs, provides girders for big chest muscles. To facilitate

breathing most ribs can move, since they are connected in front with bridges of supple cartilage.





STURDY SHOVEL-SHAPED HANDS AND WEDGE-SHAPED SKULL GIVE THE MOLE PERFECT TOOLS FOR TUNNELING UNDERGROUND IN ITS SEARCH FOR EDIBLE GRUBS



ARMORED TAILPLATE ATTACHED TO HIP BONES PROTECTS PYGMY ARMADILLO'S REAR WHEN HE POKES HEAD DOWN THE HOLES HE DIGS WITH FOREFEET CLAWS





POWERFUL WING BONE, EVOLVED FROM REPTILIAN FORELEG, MAKES HERRING GULL STRONG FLYER. KEEL-LIKE BREASTBONE ANCHORS HEAVY WING MUSCLES



An Advertisement by Hiram Walker



## SOME EXPERTS MEET THEIR MATCH

In a friendly bridge game — as in their weekday work — expert competition brings out the best in these men. They're enjoying their game all the more because it is evenly matched and skillfully played.

And close at hand — to add to the enjoyment — is an especially good-tasting whiskey called Imperial. A singular skill at making

whiskey — the skill of Hiram Walker's 94 years of experience — makes Imperial a remarkably smooth and mellow whiskey, always.

We believe that this is why people everywhere — *people like you* — have made Imperial one of the very largest-selling whiskies in America.

**JUST TELL THE MAN YOU WANT IMPERIAL**

BLENDING WHISKEY, 86 PROOF, 70% GRAIN NEUTRAL SPIRITS, HIRAM WALKER & SONS INC., PEORIA, ILLINOIS





FOUR HOURS AHEAD OF IKE, ADVANCE MAN JAMES PITTENGER MAKES FINAL CHECK ON SEATING PLANS IN CINCINNATI MUSIC HALL

# The Advance Men

THEIR UNSUNG JOB IS TO SEE THAT SUCCESS OF AN IKE OR ADLAI RALLY IS NOT LEFT TO CHANCE

by RICHARD L. WILLIAMS

**I**N the next fortnight, as the 1952 presidential campaign goes into its final, grinding month, several million Americans in nearly 30 states will get first-person views of Dwight D. Eisenhower and Adlai Stevenson. All along the campaign trail, rallies and celebrations will greet Ike and Ad—a tribute to the personal magnetism of the candidates in a hot political year. But magnetism is not the whole story, and no party is willing to leave "spontaneous" demonstrations entirely to chance. Behind every successful rally is a group of little known and generally invisible migratory workers who are seldom there when the candidate is. These are the political advance men.

This rare migrant type has no more control over his itinerary, as he flits about the country, than the mechanical rabbit that flits around a dog track—and can no more afford to fall behind in his work. As the pressure goes higher and higher in the closing weeks of a presidential campaign he zigzags faster and faster across the map, impelled

by one increasing purpose—to keep ahead of, and keep smoothing the way for, the candidate's special train or plane that is thundering down on him from behind. A combination of Salesman Sam, Pinkerton man and road-company Solomon, he and his colleagues must check every inch of the nominee's way and clock every minute of the nominee's day. Pursued, possessed and harassed, he must forego all the amenities of his own life, often including food, drink and sleep—and this utter expendability applies equally whether he is an unknown young lawyer or a seasoned political operator of some standing like James Pittenger, secretary of state of Nebraska (*above*).

In the past the major parties traditionally have employed political bird dogs like the Democrats' Oscar Chapman, Secretary of the Interior, who right now is on the road for Stevenson. This year, however, something new has been added by the Republicans. It is the creation of a small but vociferous affiliate of Citizens for Eisenhower



please  
take notice

please give  
fair judgment

please spread  
the good news



Just because the idea of Tampax and the principle of Tampax are novel in your experience, don't pass this product by without really thinking about

it. Otherwise you may miss something of vast and practical value. . . . Tampax was invented by a doctor, particularly having in mind the average woman (married or single).

The first question for any woman when choosing a method of monthly sanitary protection is: external or internal? Well, Tampax is internal and it combines great absorption with very small size. Made of pure surgical cotton, each Tampax has its own dainty applicator, so your hands need not touch the Tampax. No bothering with belts, pins or external pads. No odor or chafing. You can't even feel it while wearing

NO BELTS  
NO PINS  
NO PADS  
NO ODOR

Full month's supply may be carried in purse. Tampax is so compact that disposal is the easiest thing in the world. Sold at drug and notion counters in 3 absorbency-sizes: Regular, Super, Junior. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising  
by the Journal of the American Medical Association  
TAMPAX INCORPORATED LF-6-102-Y  
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

( ) REGULAR ( ) SUPER ( ) JUNIOR

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



PLANNING HOOPLA, members of YIFE staff and Cincinnati leaders of Citizens for Eisenhower hold a strategy meeting day before Ike's appearance.

#### THE ADVANCE MEN CONTINUED

known as YIFE (Young Industry for Eisenhower), and it draws heavily on the techniques devised by the great circus publicist, Dexter Fellows, to sell real elephants to the American public.

No previous campaign has ever produced anything quite like the YIFE team that shuttled last week from St. Louis to Cincinnati, Cleveland and Baltimore. Armed with brass, bravado, entreaty and sheer enthusiasm, C. Langhorne Washburn, 34, a West Coast employee of a helicopter factory, and Arthur Gray Jr., 29, who works in a New York bank, helped mobilize some of the biggest crowds in the history of political road shows. Although their methods were novel, Washburn and Gray operated by two time-tested rules. Never Take No for an Answer, and Never Take Anything for Granted. Their results have astonished some Republicans.

YIFE was in early on the Ike boom, having been formed in Hoboken last fall by Charles Willis, 32, a flying service operator, and Stanley Rumbough, 31, a metal products man, who took half their time from their jobs and \$4,000 of their own money to help hundreds of mushrooming Ike Clubs get organized (LIFE, Jan. 21). Their bandwagon was fueled with high octane exuberance; at the Chicago convention, when they could not get official permission to move their truck and a barrage balloon from the Tribune Tower to the Hilton Hotel, a YIFE gang simply hailed a pair of motorcycle cops to escort them down Michigan Avenue (where trucks are prohibited), creating lively public interest for Ike and a mile-long traffic jam to boot.

Older and grayer G.O.P. heads at first dismissed the youngsters as a bunch of crew-cut cheerleaders. Then a YIFE task force flew out to Boise, Idaho, where Eisenhower was scheduled to speak Aug. 20. They organized a chain of telephone calls that covered every name in the phone book and laid down a barrage of radio appeals. After a crowd of 19,000 turned out for Ike in a town of 34,000 population, nobody scoffed any more at Young Industry for Eisenhower.

By last week YIFE's bandwagon, financed by its cadres of volunteer businessmen, was running in overdrive. By the time it pulls into each "meeting town" to disgorge barrage balloons, tanks of helium, antiaircraft searchlights, posters, half a million Ike buttons and a jeep wired for sound. Washburn and Gray already have alerted local Republicans to climb aboard and make the most of their equipment and their techniques. The latter, grafting modern advertising methods onto the old-fashioned torchlight parade, may run counter to local ordinances governing balloon ascensions and disturbances of the peace but are guaranteed to stand a town on its ear.

YIFE's boys first recruit women volunteers to build the "telephone pyramid" of personal invitations that worked so well in Boise. They round up tons of confetti to be showered on the candidate's motorcade when it rolls through town from the railroad station. They invariably make the front pages when they "throw up a bag," i.e., send up one or more of their big barrage balloons, which cost \$600 worth of helium per inflation and are apparently worth it in publicity.

At night a floodlit balloon floats like an aerial buoy to mark the hall where Eisenhower speaks. "This is known as E.N.S.," Washburn explains, "for Ethereal Nocturnal Spectacle. At Cleveland, people coming to the rally could see our balloon from 13 miles

## These are symptoms of ATHLETES FOOT

Cracks between toes  
★  
Scaling on Soles  
★  
Burning Feet  
★  
Itching Feet  
★  
Peeling Feet



For quick  
relief...

# QUINSANA

only  
**49¢**  
tax free

## FIGHT HEARTBURN, ACID INDIGESTION 3 WAYS

AT THE  
SAME  
TIME



Here's why you feel fine so quickly when you take Tums for gas, heartburn, acid indigestion:

1. Tums neutralize excess stomach acid fast.
2. Tums relieve the pain of heartburn, gas without over-alkalizing.
3. Tums soothe and settle upset stomach.

Get Tums today. Still only 10¢ a roll, 3-roll box 25¢.



FOR THE  
TUMMY

GUARANTEED  
TO CONTAIN NO SODA

✓ TRY ONE OR TWO TUMS AFTER BREAKFAST  
SEE IF YOU DON'T FEEL BETTER



# It's a matter of Opinion

One man thinks his candidate is "just the ticket."  
Another can't agree. It's a matter of opinion . . .



## ...but it's a *Fact* THAT HAVOLINE IS THE BEST MOTOR OIL YOUR MONEY CAN BUY

Because Custom-Made Havoline actually exceeds Heavy Duty requirements, it's your wise choice for your car — whether it's new, old or "in-between."

In many new car engines, closer clearances demand a Heavy Duty motor oil. Heavy Duty Havoline more than meets this requirement! And in any car engine, using Havoline means better engine power and gasoline mileage, fewer engine repairs, *increased* engine "life span." For best performance, best protection, change to Custom-Made Havoline today! See your Texaco Dealer, *the best friend your car ever had.*

**THE TEXAS COMPANY**  
TEXACO DEALERS IN ALL 48 STATES  
*Texaco Products are also distributed in Canada and in Latin America*



TUNE IN: Tuesday nights on television—the TEXACO STAR THEATER starring MILTON BERLE. See newspaper for time and station.





**How wonderfull** No more weary lifting and toting heavy basketfuls of wet wash. No more bending, hanging!



**How fine** to toss away dreary clotheslines and racks, pins and poles—timeworn symbols of miserable washdays.



**How grand** to dry clothes *inside*—away from rain, snow, cold—away from soot, dust, dirt, whipping winds, sun fading.

## Brand new workless way to dry your clothes!



**New Frigidaire Automatic Dryer dries fast, safe and sunshine-sweet—yet never throws steamy heat or sticky lint around the room!**

Cheer, cheer for a brilliant new kind of automatic dryer that performs its time-saving, work-saving miracles anywhere in your home—kitchen, utility room, basement—upstairs or down. This new Frigidaire Filtrama-tic Dryer won't throw off objectionable moisture that steams up windows, and condenses on walls. Nor does it eject annoying lint, that settles and sticks on moist surfaces. Because dampness, moisture and lint are trapped in Frigidaire's wonderful—and exclusive—Filtrator!

This new automatic dryer needs no bulky, expensive extra gadgets to do its sensational job. Needs no clumsy outside vents. Needs no high-cost extra plumbing. This Frigidaire beauty doesn't act at all like ordinary automatic dryers.

For the first time, here is truly *tomorrow's* automatic dryer. But you can own it today!

**The only dryer with cabinet and drum finished in Lifetime Porcelain!**

Your new Frigidaire Dryer owes its gleaming finish to Lifetime Porcelain. Because of this finish neither cabinet or drum will rust. Remember, more dryers rust out, than ever wear out—so be sure to see the only dryer that flatly says: "No rust!" Look for your Frigidaire Dealer in the phone book's Yellow Pages, or write Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Toronto 13, Ontario.

Frigidaire reserves the right to change specifications, or discontinue models, without notice

# Frigidaire Filtrama-tic Dryer

Plan now to see the wonderful new Frigidaire Porcelain Pair at your Frigidaire Dealer's—the matched Automatic Dryer and Automatic Washer

*Frigidaire families live better, because Frigidaire appliances are better*

## THE ADVANCE MEN CONTINUED

away, and in Louisville one night we unintentionally caused a flying saucer scare." In their parades "Ike girls" ride the bandwagon, handing out buttons and ticket-type invitations to the general's speech. They are recruited by a Girl Friday of Washburn and Gray, 22-year-old Maryon Davies, whose father, California Oilman Ralph K. Davies, happens to be a Stevenson man. One of her chores is to take YIFE's eight Ike-inscribed uniforms (four size 10, four size 12) from town to town, routing out dry cleaners in the dead of night to clean and press the dresses for the next day's Ike girls.

Bands for the parades are lined up by another Girl Friday, Elizabeth Firestone, 28, daughter of Harvey S. Firestone Jr. of the rubber family. In the jeep ahead of their big truck rides Marty Snyder, a plump and bull-voiced food processor (boneless turkeys) who used to be the general's mess sergeant, proclaiming that today is Ike Day. Snyder makes a vigorous impression on people along the route. On some Ike Days, Marty Snyder's enthusiasm outruns his tact. In Kansas City the police at first tried to restrain the YIFE demonstration, and they were not exactly mollified by the taunts Snyder hawled over his loud-speaker at "you Pendergast cops, you!"

Each night, as the candidate and the crowds depart, the bandwagon takes aboard its jeep and its deflated balloons and hits the road for the campaign train's next major stop, while the YIFE team catches a plane and a few winks of sleep. Behind them the local committees are usually exhausted but infected with new enthusiasm and inclined to sigh that YIFE is like that.

"Sure, it's hoopla," Art Gray freely admits. "And it's full of catch-as-catch-can improvisation, like in Cincinnati. That night we rushed along the motorcade route at the last minute, handing out railroad flares we'd promoted somewhere, and we had the crowds light them up as the general's car came in sight—it made a really exciting display. But believe me, under all our hoopla and our confident little way of pulling things through, we're knocking ourselves out for a serious purpose. All these efforts to get out the crowds are really efforts to get out the vote."

There are several ways of getting out the vote, and the fact that the G.O.P. has endorsed YIFE doesn't mean that it has abandoned more traditional methods. As for the Democrats, they are quite convinced that the 1948 formula—which didn't do badly under Oscar Chapman's direction—will work again. Both Chapman and the representatives of the Republican National Committee operate without benefit of hoopla. Nonetheless an incredible amount of organizational effort goes into the creation of their highly mobile advance guards, and without their behind-the-scenes detail work a campaign tour would quickly degenerate into a disastrous round of daily fiascos.

This kind of advance man goes into a town as much as a fortnight ahead of the candidate, alone or with a helper, with every sense alerted to detect signs of dissension among the partisan hosts or signs that accidents are waiting to happen to the tight schedule of their distinguished guest. He meets with local party leaders, and they exchange plans for handling the candidate's visit.

"Half an hour after this initial meeting," says John B. Quinn, public relations man from Lincoln, Neb., who has done the scouting for many of Ike's Midwest stops, "the advance man can count on his phone to ring. When he picks it up, some dissident will say, 'I didn't say anything at the meeting, but here are the facts about so-and-so . . . ' Thus, right off, you can spot intramural trouble."

If it is serious trouble, Quinn phones the campaign special, on which Jules Dulce, veteran "train coordinator" of advance men, and Nebraska's Senator Fred Seaton, together with other Eisenhower advisers, are ready at any hour to get the difficulty ironed out. If the advance man cannot reach the train, he warns a "ground coordinator" named Douglas Whitlock in Washington, who takes up the trouble with Wayne Hood, the National Committee's executive director. Meanwhile the advance man is making "dry runs" on every step of the forthcoming visit. He fixes the spot where the rear platform of the special train will stop, paces the distance from there to the start of the motorcade and takes a taxi, watch in hand, to establish the time the procession will take, at 15 mph, to reach the hotel. He reserves rooms for the official party and the press at the town's leading "Republican hotel."

Politely but firmly, the advance man helps the local arrangers



**IKE AIDE** Marty Snyder hands out speech "tickets."



Frigidaire's Live-Water Washing Action...

**Gets out the deep down dirt  
ordinary washing actions don't touch!**



*Lifetime Porcelain finished cabinet and tub make it a rustproof dream!*

## Frigidaire Automatic Washer

See your Frigidaire Dealer. Look for his name in the Yellow Pages of your phone book, or write Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Toronto 13, Ontario.

Frigidaire reserves the right to change specifications, or discontinue models, without notice

**Frigidaire families live better because Frigidaire appliances are better**

**A** FRIGIDAIRE WASHER doesn't fool with dirt. You just set the Select-O-Dial once—and Live-Water washing takes over. Surging Live-Water currents hunt down, flush away even the toughest, grimeiest, ground-in dirt. Suds and warm water swirl around and *through* every piece—getting out hidden, dulling dirt that ordinary washing actions don't touch. Yet so gently does it work that even nylons, woolsens, rayons are safe.

### **Then Live-Water Rinsing goes to work**

Here's true power-rinsing that surges through every fiber, rooting out the last traces of soap and soil. Rinsing that floats used wash-water, dirt and suds away from the clothes and out! Prevents any trace of washed-out dirt from draining back through your clean clothes. That's why clothes come out as clean as soap and water can make them.

**Remember—** In Frigidaire's Live-Water washing, clothes are *always in water*—never half-in, half-out. No wonder they're sunshine-clean and fresh! Then they're spin-dried to the point where many are ready for ironing. And, finally, your Frigidaire Washer drains itself, cleans itself, shuts itself off. Your hands never touch water.

### **Damp-dries more thoroughly than any other washer**

Your clothes come out lighter—easier to handle—many ready for immediate ironing—because Frigidaire's lightning-fast Rapidry-Spin whirls out up to 20% more water than any other washer! No other damp-drying system—whether wringer, spinner, or squeezer—gets out so much water, so quickly, so safely. Ask your Frigidaire Dealer to demonstrate the Frigidaire Automatic Washer before another washday.

**Determine NOW that some day you'll own a complete  
FRIGIDAIRE LEISURE LAUNDRY!**



This automatic home laundry can be yours so easily! Sparkling clean washes come out of your Frigidaire Washer—are dried sunshine-sweet in your Frigidaire Filtira-matic Dryer—ironed jiffy-quick on your Frigidaire Ironer. And Frigidaire Electric Water Heater automatically

supplies all the hot water you need.

Sound like head-in-the-clouds talk? It isn't—if you start planning *now*. Your Frigidaire Dealer will show you in just five minutes, how you can add days of marvelous leisure to your busy life. See him right away!





**THINK BETTER!** . . . George McManus, creator of "Bringing Up Father", plots a new adventure for Jiggs and Maggie — while he takes a coffee-break! A cup of fragrant coffee gently stimulates the mind. Its pleasant lift is wonderful for helping you stay alert. There's no more *delicious* aid to better thinking — than a coffee-break!

## give yourself a coffee-break

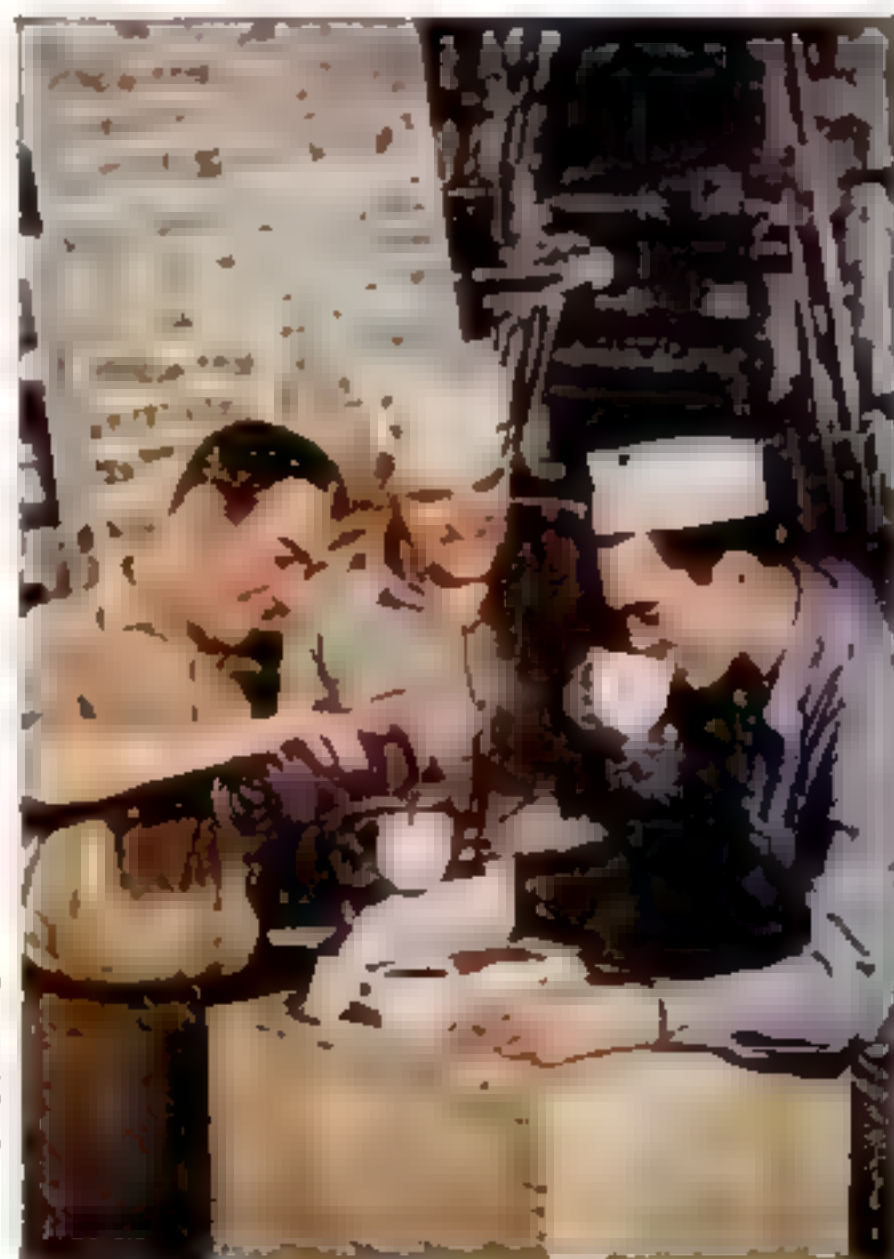


**FEEL BETTER!** . . . Everybody loves the comics — and a cheerful cup of full-strength coffee! There's plenty of pleasure in every cup you pour — so pour yourself some coffee, several times a day! Give yourself a coffee-break!

© 1952

. . . and get what coffee gives to you!

**WORK BETTER!** . . . "Bringing Up Father" goes to press — and the pressmen take a coffee-break! Coffee's good for efficiency — good for easing strain. At home, in an office, in a factory, on a farm — do yourself a favor. Take a coffee-break!



coffee always gives you a break!

**DRINK IT OFTEN!** . . . Enjoy coffee at mealtimes. Relax with coffee in-between — at home, at work, or in your favorite restaurant. In fact, wouldn't *right now* be a swell time . . . for a coffee-break?





**WILLING TO STOOP**, Cincinnati women pick up Ike buttons "sown" by bandwagon. Staff found handing buttons from truck caused electric shock.

## THE ADVANCE MEN CONTINUED

stave off demands on the candidate's time; at every major stop there are hundreds of requests from Army buddies, VIPs, inventors of secret weapons, gatecrashers and publicity hounds who want just a couple of minutes with Ike. The day before the train arrives, the program is "firmed up" into a minute-by-minute schedule and printed for distribution to all concerned, a packet of copies going ahead to the train. Theoretically this ends all confusion as to what the candidate will be doing, and where, at any given time. By this time, too, all local feuds are supposed to have been patched up, with the advance man's help.

"Our biggest problem until the Eisenhower-Taft reunion," says Warren Stephenson, a Washington public relations counsel who was Taft's assistant floor manager at Chicago, "was to get the two forces together in cities where they weren't speaking. In Indianapolis and Omaha I had to have the Ike group and the Taft group to dinner, separately, then lace them together at a joint meeting. We spliced Ikemen into the regular organization not just for Ike Day but for the whole campaign. When it was over we had more darned co-chairmen . . . but both visits came off fine and both sides are going to stay laced together. I hope."

Taking nothing for granted, at least one advance man stays on to escort the candidate through his schedule. He has a clipboard in hand, and at every point on the schedule he jots down the actual time opposite the estimated time. If he is a good advance man he also jots down any small snafus. Riding in the security car at the head of the Kansas City motorcade, John Quinn scribbled, "Better security around general's car at station" (where the crowd all but crumpled the fenders), and "reduce size of confetti!" (in some downtown streets it was coming down in bales that would choke a jackass.)

If the timetable gets thrown off it is the advance man who must make the snap decision to cut short a reception or speed up a procession—especially if there is a deadline for a costly TV and radio show to meet. At long last, when Ike Day ends, the advance man makes sure the local escorts get the traveling party back to their train. He is free, then, not to rest but to grab a plane for his next stop, where the same man-killing routine confronts him all over again.

"It's not the advance man we're trying to spare, but the candidate," says Dulce, Ike's train coordinator. "I was on Willie's train in 1940, heard his voice fail during the Elwood, Ind. acceptance speech, and saw him collapse in the blistering heat. It was the pace of that summer that killed him later. That's the real reason why we have advance men out—less to make political hay or avoid political blunders, more to help the candidate survive, and preserve him for the terrible physical strain of October when the stretch run is on."

The pattern for Eisenhower rallies in this campaign was cut in Philadelphia Sept. 4, when the G.O.P. political and logistical advance planning was coordinated with huge success. The script

CONTINUED ON NEXT PAGE



# Jonathan Logan

**SPORTSWEAR**

Jonathan Logan introduces a new era of elegance in separates for "Young Cosmopolitans." The twin back velveteen halter makes the most of pretty shoulders . . . In black only, **8.95.** The rich, rayon-acetate brocade skirt is a lavish stand-out in champagne, copper, silver **10.95.** Both in sizes 7 to 15.

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TRADE MARK



**Baked Beans  
Are Better with—**



—the dash that makes the dish  
Ask for A-1 when dining out, too.

## Chicago's Pump Room Reports Rum Highballs Gaining Favor



CHICAGO, Oct. 2—Philip Boddy, manager of the renowned Pump Room here, reports that a new drink trend is making its appearance. "Many of our guests," he says, "are turning to after dinner highballs made with Puerto Rican Rum. I think it must be because Puerto Rican Rum is so very dry and light in body."

Here's how you make the best Rum Highball: 1½ or 2 oz. Puerto Rican Rum, add ice, water, soda or ginger ale, as preferred; twist of lemon peel or dash of bitters if desired. Rums of Puerto Rico, 600 Fifth Avenue, New York City.



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with cough-easing ingredients of Vicks VapoRub plus other soothing medications.

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says  
**JACK CARSON**  
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...and to a **BOY'S** Taste too!  
Says Son John

Sportswear and Outerwear bearing the proud Ethan Ames hallmark are noteworthy for their quality of material and workmanship, as well as their authentic masculine styling. For after all, Ethan Ames is the world's largest manufacturer of quality men's and boys' sportswear and outerwear. Be sure you find the Ethan Ames label in yours.

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On Sale at Leading Stores Everywhere

**Ethan Ames, Inc.**  
230 Fifth Avenue, New York City



**STEVENSON ENVOY** Oscar Chapman welcomes Indianapolis labor leaders to hotel room conference. He leaves actual rally details to his lieutenants.

## THE ADVANCE MEN CONTINUED

for the affair filled 39 pages and was complete down to the location of the last powder room. At Independence Hall, for instance, it called for Ike to place his hand on the Liberty Bell, a traditional gesture for eminent guests, and it noted, "picture will show him with right hand on bell." This was because Advance Man LeRoy Greene knew, from his days on the old *Public Ledger*, that if the general faced that way the photographers would have more room. Under "tickets and audience" the script provided for well-planned spontaneity: "As the throng enters Convention Hall the following will be provided for them: fresh-cut red roses (25,000) . . . noise-makers (3,000) . . . flags (5,000) . . . programs (25,000) . . ." The Republicans spared neither money nor manpower to make the important "pilot rally" a perfect one. Advance men circulated among leaders of all the party's local factions, kneading them together. YIFE sent in its bandwagon, and when local leaders said they doubted that they could fill the hall for Ike's speech, Lang Washburn and Art Gray insisted that they put loudspeakers outside for an overflow crowd. A quarter of a million Philadelphians lined the streets when Ike paraded through town, and that night, besides the 18,000 jammed into Convention Hall, more than 20,000 people stood outside the doors—a bigger house than Roosevelt or Truman or Dewey ever drew there. What was more, Eisenhower was greeted at a party conference not only by Governor John S. Fine and Senators Jim Duff and Ed Martin, but also by rooting leaders of the rival Pew, Mellon and Owlett-Grundy branches of the G.O.P. The Philadelphia story, nicknamed "Operation Umbrella," has been pasted in the hats of the party's advance men ever since.

The theory of "spare the advance man and spoil the candidate," so enthusiastically embraced by the Republicans, has less appeal for the Democrats. Although Secretary Chapman has a much smaller squad of advance workers, neither he nor they convey an impression of sacrificial frenzy. The fact that he makes it look easy, however, should not discount Chapman's effectiveness.

Traveling ahead of Adlai Stevenson, Chapman has been playing leapfrog with Mike Reilly, former Secret Service chief for Franklin Roosevelt, and with a brace of younger aides from Stevenson's Springfield brain trust (*LIFE*, Sept. 15). One of these is Jim Lanigan, a smart operator whom Stevenson borrowed from Averell Harriman. Chapman's main concern is with the political arrangements for the governor's tours; the physical arrangements, which the Democrats are treating more casually this time than the Republicans are, he generally delegates to his helpers. Last week, with the pressure going up, he took on an alter ego for the homestretch of the campaign. Congressman Brooks Hays of Arkansas joined him in Cincinnati to get briefed before taking on some crucial spots, mostly in the South.

The Chapman technique is polished and quite informal. He wires ahead to each city on his itinerary, to set up breakfast or lunch with a close friend. "He fills me in on the feel of the town," says the bland-voiced Secretary, meaning that the friend brings him up to date on local issues, and on which factions and individuals are rubbing each other the wrong way. He takes his meals and has most of his meetings in the seclusion of his hotel room, partly, he says,



1952 Report

on the importance of

# MEAT

## for Expectant Mothers

This simple bit of advice is now helping expectant mothers have healthier babies . . . to give them a better start in life . . . to safeguard the mother's own tissues—"Make sure you get an abundance of good protein, such as you get in meat!"

**Q.** On what evidence do obstetricians base this advice?

**A.** Actual clinical records involving hundreds of women and covering a period of many years. These were compiled in detailed studies made at leading universities and teaching hospitals.

**Q.** How were these studies usually made?

**A.** Complete records were kept for women in two groups. One group was given pregnancy diet. A second group received a diet which included a much larger amount of protein. (In one study, women were given an extra five-ounce serving of meat daily.) The results showed that the extra protein has a direct effect on the health of both mother and child.

**Q.** What were some of the specific benefits?

**A.** Women on the high-protein diet generally felt better than they had during previous pregnancies, showed less edema (swelling of tissues) and had much better blood counts. Complications before, during and after delivery were notably absent. Their babies had higher pediatric ratings

(healthy development) and did better during the first six months of life. In addition, mothers who wanted to were usually able to nurse their babies.

**Q.** Why is this extra protein so vitally important at this time?

**A.** Every cell of the new baby's body is formed of protein and the baby has first priority! Generous amounts must be provided daily or the mother's protein reserves will be seriously depleted—weakening her own tissues at a time when she herself needs extra protein to strengthen them.

**Q.** What are the advantages of meat as a source of protein?

**A.** Meat is a "complete protein food". That means it supplies all essential protein "building blocks" needed by mother and child. In addition meat is highly digestible and can be enjoyed as often as it is eaten—two or even three times a day.

**Q.** Does a generous quantity of meat lead to undue weight gains?

**A.** On the contrary, the physician finds a well-balanced diet built around meat does not encourage excessive weight gains. (For the same reason lean meat is the cornerstone of modern reducing diets.) Meat keeps your hunger satisfied longer, and, as the chart shows, it is rich in essential B vitamins and minerals as well as complete protein.

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This Seal means that all nutritional substances to which it is attached are of value to the human body and are recommended by the American Medical Association.

Meat as a Source of Protein, B Vitamins and Iron					
KIND OF MEAT	COMPLETE PROTEIN	B VITAMINS			FOOD IRON
		Thiamin	Riboflavin	Niacin	
PORK	Excellent	Excellent	Fair	Excellent	Excellent
BEEF	Excellent	Fair	Excellent	Excellent	Excellent
LAMB	Excellent	Fair	Good	Excellent	Excellent
VEAL	Excellent	Good	Good	Excellent	Excellent
VARIETY MEATS	Excellent	Excellent	Excellent	Excellent	Excellent
SALISAGE	Excellent	Good	Good	Good	Excellent

**B<sub>12</sub>** Meat is an outstanding source of this recently discovered important vitamin

Mother and baby both benefit when mother's meals contain generous amounts of the body-building protein, B vitamins and minerals of meat





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FAMOUS RY-KRISP  
REDUCING PLAN  
ON EVERY PACKAGE

## THE ADVANCE MEN CONTINUED

to avoid embarrassing those of his visitors who are Republicans. After a day of leisurely conversations Chapman is able to check in with Springfield, or with the Stevenson entourage on the road, and authoritatively brief the nominee on all the nuances and shadings of local politics that may bear on his effective operation when he comes to town.

This smooth advance man never passes up a chance to woo, but gracefully, a batch of votes. In Los Angeles a few weeks ago he learned that Edward Roybal, a personable public health worker of Spanish-Mexican descent, was a member of the city council. Chapman invited the councilman up to his room and asked him how he'd like to drive up to Bakersfield with some Democratic leaders to join the Stevenson train for the ride into the city. The councilman said he'd be absolutely delighted. So Chapman arranged it. Governor Stevenson and Councilman Roybal got along fine, and the effect of the gesture on 300,000 Mexican-American votes in Southern California could be nothing but good.

Even on the comfortable Chapman level the role of advance man is a punishing one. In five weeks the Secretary has had dinner at home with his wife and son only twice. Last week, already feeling a little tired, he worked his way from Indianapolis to Cincinnati, Columbus and Saint Paul; this week he had to make Fort Dodge, Iowa and meet President Truman at the dedication of Hungry Horse Dam in Montana.

The sharp contrast between the two parties' styles of advance work has been demonstrated in several cities, nowhere more dramatically than in Baltimore last week. Stevenson and Eisenhower appeared there two days apart, and a Republican advance man who worked on the latter show and spied on the former was scandalized at the difference.

"On Tuesday night the Democrats didn't fill the 5th Regiment Armory; on Thursday night we packed it," he said smugly. "They did nothing to keep the crowd alive until Stevenson's TV cue, and they let freeloaders move in on the section reserved for the press, two things I'd have caught hell for. And they let their 'small reception' for Adlai turn into a mob scene; he could hardly get away. Very lax security, and very P.P.P.—poor prior planning, as we called it in the Army," said the advance man in tones of professional disapproval. Secretary Chapman's reaction to this criticism could only be described as relaxed. He felt the "mob scene" had let a lot of good Democrats get close to their candidate, and as for security—well, Mike Reilly was right there with Adlai the whole time.

Whether P.P.P. will hurt the Democrats—whom the Republicans more often accuse of T.M.P., or too much planning—is a question that will not be answered until Nov. 4. That, of course, is not just election day. It is T.D.A.A.M.W.B.U. or The Day All Advance Men Will Become Unemployed.



... AND THE BALLOON GOES UP. This final touch by YIFE produces marker to show Cincinnati crowds where Ike will make his main appearance.





RITA HAYWORTH  
STARRING IN  
"AFFAIR IN TRINIDAD"  
A COLUMBIA PICTURES  
CORPORATION RELEASE  
DRESS BY JEAN LOUIS

Rita Hayworth  
danced 36 miles  
in these wispy  
**MOJUD "MAGIC-MOTION"**  
stockings

In one of the most  
sensational dances ever screened...  
ravishing Rita gave her Mojuds  
more wear than you might in a year!

36 miles of dancing! In one of the most sinuous dance  
routines in history! What a gruelling test this glamorous  
star gave to a pair of wispy Mojud stockings.

Rita Hayworth swirled, twirled, whirled in them. For  
three weeks of rehearsal! For 36 hours before the camera!

The whole WORLD'S eyes (as well as the camera's) are  
on this woman who has been called "The Love  
Goddess of America". Her stockings MUST fit and  
flatter. That's why Rita Hayworth wears Mojud  
...the stockings with Magic-Motion...extra "give"  
and spring-back in the knit.

Just think of what Mojuds will do for you!

stockings by  
**MOJUD®**

*Remember, there's lovely Lingerie by Mojud, too. At fine stores everywhere. For nearest dealer write Mojud Hosiery Co., Inc., 385 Fifth Ave., New York 16, N. Y. © 1952*



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TAVERN**

NO OTHER BOND CAN MATCH THAT KENTUCKY TAVERN TASTE G. D. CO.



# THE SNOWS OF SUCCESS

HOLLYWOOD SHOWS HOW TO HOP UP HEMINGWAY

Ernest Hemingway's *The Snows of Kilimanjaro* is a 25-page fictional study of disillusion and death. But these themes are not considered congenial to the sure-fire, slam-bang type of movie so popular in Hollywood today. So at a cost of some \$3 million 20th Century-Fox has made what looks like an outstandingly lucrative two-hour Technicolored mixture of stars, scenery, sex and sentimentality by following the simple directions below.

Take a story by  
a famous writer,  
Ernest Hemingway,



laid in the exotic scenery of Africa  
in the shadow of Mount Kilimanjaro

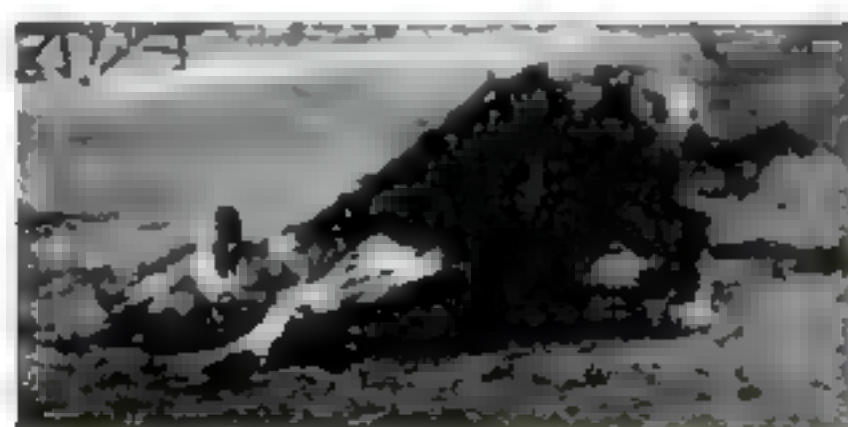


where a handsome adventurer (Gregory Peck) is dying of gangrene

watched by buzzards



and a sinister  
laughing hyena



and a still more sinister witch doctor from a local tribe,



after a life  
spent largely in  
hunting big game



and midnight carousings in the hotspots of Paris





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If you want lovely fragrance that will truly *last* . . . use Liquid Petals. This new treasure is perfume in *cream* form. You pat it on just as you would any perfume. It melts instantly into the skin . . . and lasts so much longer. Keeps you perfumed with the romantic fragrance of Friendship's Garden *all day long*.

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Add to the original a sultry beauty,



Ava Gardner,

who lies in her lover's arms on a battlefield



and dies there

Following a charge of the International Brigade



during the Spanish war. You may now...

CONTINUED ON PAGE 126

(ALWAYS CHEWY ! ALWAYS MOIST !)

# COCOANUT Golden-Brownies



KITCHEN TESTED  
RECIPE...BELOW

## Cocoanut Golden-Brownies

- $\frac{3}{4}$  cup flour
- $\frac{1}{2}$  teasp. baking powder
- $\frac{1}{2}$  teasp. salt
- 2 eggs
- 1 cup sugar
- 2 Welch's Cocoanut Bars
- $\frac{1}{2}$  cup butter or margarine
- $\frac{1}{2}$  cup broken walnut meats

(All measurements are level)

Sift flour with baking powder and salt. Beat eggs well and add sugar

slowly. Add sifted ingredients to beaten eggs and sugar. Melt Welch's Cocoanut Bars over hot water. Do not substitute! (Welch's Cocoanut Bars are different from ordinary cocoanut bars. Welch's sweet, cocoanut meats are rich in natural shortening.) Add butter and stir until melted. Add to other mixture. Add walnut meats. Spread in greased 9" x 9" pan and bake 25-30 minutes in a 325° oven. Cut in squares while still warm.



### Happy Hint!

Why not buy Welch's Cocoanut Bars 3 or 6 at a time? Today! Keep them on hand for these easy brownies... Welch's Cocoanut Bars are a wonderful lunch-eon dessert or between-meal-snack for the youngsters, too!

A Product of the James O. Welch Company, Cambridge, Massachusetts

NEW NIBBLE-SIZE  
CHOCOLATE PEPPERMINT PATTIES

Actual size

Welch's  
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SUDDENLY...  
a new **YOU**

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STORY**  
of  
figure  
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2-way stretch  
girdle made  
with Nylon,  
about \$3.00.  
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detachable  
garters and  
removable  
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about \$4.00.



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..... just slip into a  
**TUMMY TUCKER** and watch  
your figure beauty come to life.  
Exclusive concealed inner-belt  
whittles your middle, slims your hips,  
gives you a graceful silhouette.  
Feel glorious in **TUMMY TUCKER!**

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SNOWS OF SUCCESS CONTINUED

...toss in anything picturesque you can imagine,

like a ripsnorting  
bullfight in Madrid



or the decadent life of the Riviera rich



contrasted with the clean simple life



back in Wisconsin

Then at the end, so no one will go away sad,  
don't let the hero die but have him regener-  
ated by a selfless woman (Susan Hayward)



"I don't let  
**HEADACHE**  
ruin my day..."

Alka-Seltzer  
brings me  
Speedy Relief



Tests prove  
THE SYSTEM ABSORBS MORE  
PAIN-RELIEVER *Faster* WITH  
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A GOOD POINT TO REMEMBER!

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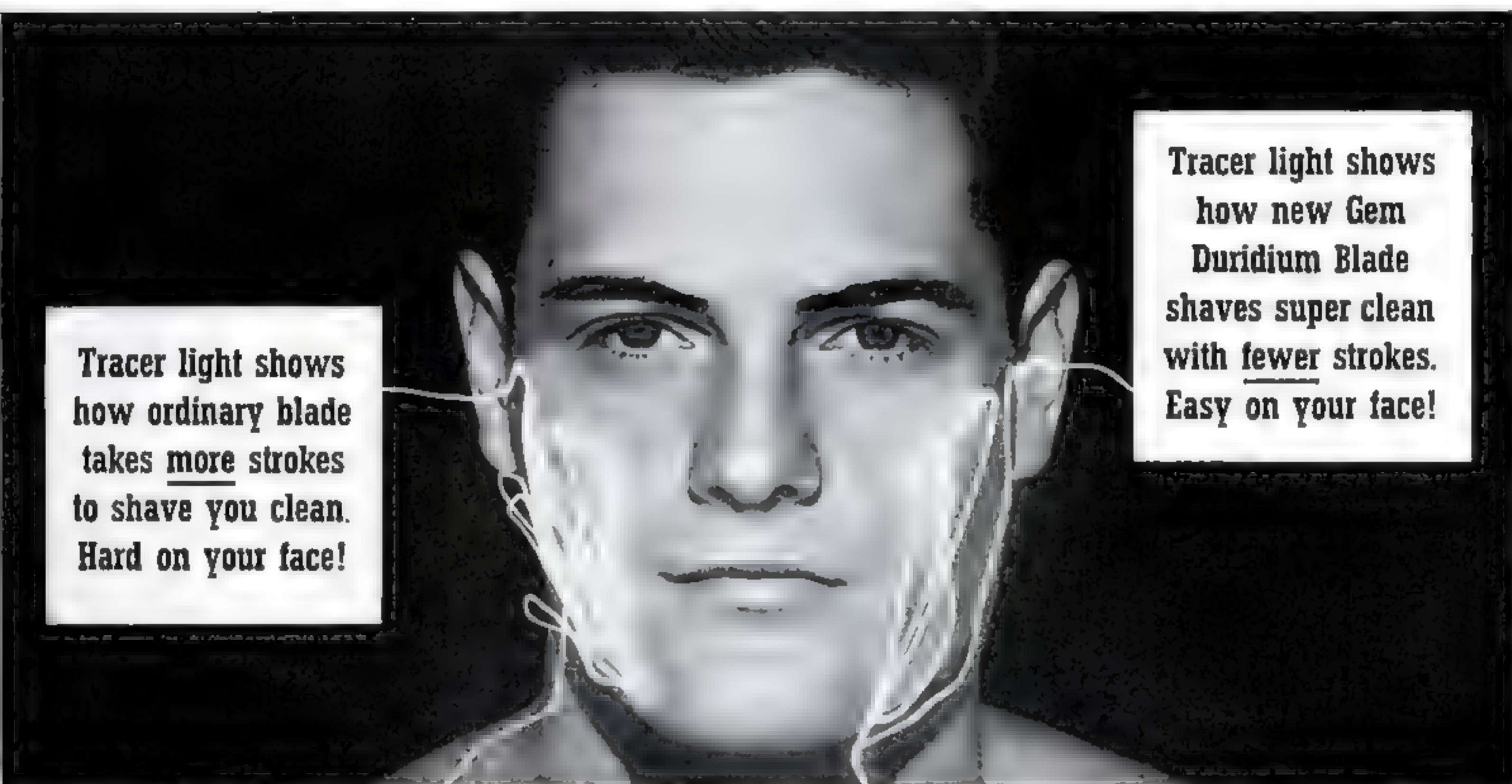
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BACK ON YOUR FEET!

Super-Soft Dr. Scholl's Zino-pads are 3 ways better.  
(1) They relieve pain in a jiffy... and new or  
tight shoes. (2) Stop corns, callouses before they  
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# "Tracer Light" Photo proves New Gem Blade EASIER ON THE FACE Shaves cleaner... with far fewer strokes!



Tracer light shows how ordinary blade takes more strokes to shave you clean. Hard on your face!

Tracer light shows how new Gem Duridium Blade shaves super clean with fewer strokes. Easy on your face!

This remarkable photo, taken by 1/10,000 sec. exposures reveals "shaving pattern" of tiny light attached to razorhead.

## Secret of New Gem Duridium Blade Revealed!

**Camera Shows Why Gem's Keener Edge Takes Fewer Strokes  
... Is Easier on Your Face!**

Unlike ordinary blades, Gem's secret *Duridium Process* not only gives you **EASIER** shaves... but **MORE** shaving mileage per blade. Here, at last, is a blade with a keener, longer-lasting edge—a *super-sharp-edged* blade that whisks away the toughest whiskers with smooth, sweet (and fewer) strokes. No tug or pull. No skin-scrape. No more after-burn! Try the new Gem Duridium Blade, men—the finest blade we've made in our 56 year history!

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10 BLADE DISPENSER 55¢  
20 BLADE DISPENSER 98¢  
Regular Pack 5 for 29¢



## *Life's Party*



**FLOWING OVERSKIRT** gives bouffant effect to Chinese silk shaft dress made for Mrs. William Wallace Mein Jr., who carries a summer ermine cape.



**FLOOR-LENGTH STOLE** is deeper green than pale, belted dress worn by Mrs. Robert L. Wiel. Dress and stole are from Dior's current Paris collection.



## *San Francisco*

### WEST COAST BEAUTIES LAUNCH

Every year San Francisco gets the musical jump on New York by having its opera season open in September, six to eight weeks before the Met's premiere. The early opening night also gives San Francisco a chance to get the fashion jump on New York—and the city's well-dressed women make the most of their chance. This year, as even San Francisco's weary-eyed seamstresses and overworked delivery boys can plainly see, opening night at the opera produced the most glitteringly fashionable turnout ever. Prominent dowagers and beautiful younger women, like those shown here and on the cover, wore new designs from France, Italy and the U. S., topping them off with impressive jewels and furs. There were dozens of dresses that cost more than \$500, most of them made of rich

**GALA OPERAGOERS** stroll across the courtyard to carriage entrance of War Memorial Opera House after the champagne supper party in the Museum of Art.





**DRAPED SHEATH** of platinum satin was worn with a luxurious platinum fox stole by Mrs. John M. Menzies in this fall's fashionable pale monotone effect.



**BOUFFANT SKIRT** and fitted bodice in heavy cerise satin from Dior was Mrs. Hector Escobosa's choice for opera. Her husband is president of J. Magnin & Co.

## Opera Opening

### A LAVISH FULL-DRESS SEASON

Brocades and satins. Floor-length skirts, ranging from slim to enormously full (up to 15 ft.), were the 10 to 1 favorite.

A prelude to the opera itself began at 6 p.m. in the Museum of Art, where some 500 guests gathered for a stylish supper party. Amid the sparkle of sizable diamonds and the creaking of boxed skirts, they sipped California champagne and ate fancy foods by candlelight. Then in time for the opening chords they marched over to the War Memorial Opera House to hear Dorothy Kirsten and other Met singers in *Tosca*. The performance was so good that Herb Caen, *San Francisco Examiner's* columnist who keeps a "snoreboard" on opera first nights, reported somewhat to his amazement that "at this opening, nobody fell a-deep."

**THIRSTY PARTYGOERS** downed 60 gallons of champagne at third annual party in museum. Here crowd gathers in main gallery before the buffet supper.



CONTINUED ON NEXT PAGE



We wish to thank Glamour Magazine for permission to reprint this article exactly as it appeared in the September issue. . . . Jules Montenier, Inc.

## THE DOCTOR DOES IT AGAIN

Dr. Jules Montenier, famous as the originator of Stopette Spray Deodorant in the trend-setting plastic squeeze bottle, has a new "baby" which promises to be as sensational as his "first born." This latest addition to his family of products is Finesse Flowing Cream Shampoo. A non-alkaline liquid, highly concentrated so that a little makes abundant lather, it removes dirt and excess oils from the surface of the scalp and hair, usually in one sudsing. Finesse cleanses by "floating" action rather than a chemical one, tends to leave natural oils on hair and scalp where they belong. The result is clean hair which retains its natural luster.



Dr. Montenier spent nearly as much time on the unique container for Finesse as he did on the product itself. The rounded bottle is made of molded, non-breakable plastic, a bonus for all items used in the bathroom. Unlike the spray containers (Stopette, for example) which require mixing air with water, Finesse works with a bellows action, has an accordion-like arrangement at the top. Slight pressure on the sides of the bottle releases a smooth flow of the gold-colored liquid. The neck is set on at an angle to permit easy application, and the attached, flip-up cap is insurance against losing it.

Finesse tends to combat the fly-away look that so often follows a shampoo. It seems to be equally effective with dry, oily and normal types of hair. Women with dry, flaky scalps especially appreciate the gentleness of Finesse, the absence of skin-irritating chemicals.

As a final touch, Finesse also contains a delicate deodorant which keeps hair smelling sweet from one shampoo to the next. This fine new product is available at the cosmetic counters of drug and department stores throughout the country. A five-ounce bottle costs a reasonable \$1.25.

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JULES MONTENIER, INC.

## Opera Opening CONTINUED



SISTERS-IN-LAW attended the opening together. Mrs. Paul Miller (left) wears short bright green tulle, Mrs. Richard Miller black Chantilly lace and Mrs. Robert Miller lime green chiffon.



YOUNG SOCIALITES both chose huge skirts. Dior dress worn by Mrs. Peter Thueriot (left and cover) is satin sheath with full, separate overskirt. Mrs. Edwin Wilson wears blue tulle by Sophie with pleated, draped bodice.



OPERA PRESIDENT'S WIFE, Mrs. Robert Watt Miller, whose husband is head of San Francisco Opera, wore Valentina brocade gown. She is mother-in-law of three Millers at top of page.

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NEURITIS

**FAST**

The way  
thousands of  
physicians  
and dentists  
recommend



Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, Anacin contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physician. If you have never used Anacin, try these tablets yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

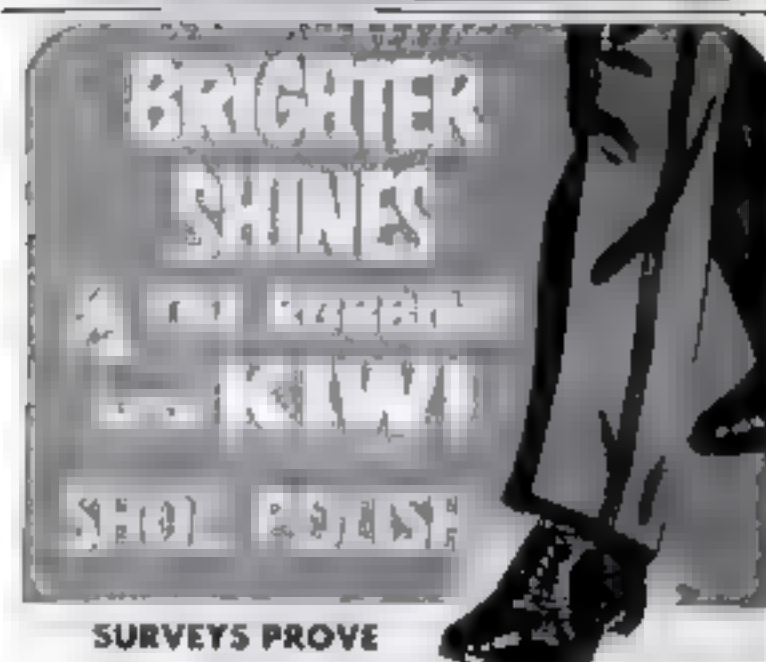


BETTER LIVING

Join thousands of happy, worry-free and rent-free New Moon owners. Move to top paying jobs, enjoy travel and vacation fun — a home completely furnished and ready to live-in, including kitchen, bath and automatic heating system. Own a New Moon on our rent-like payment plan and enjoy all the comfort and advantages of genuine home ownership at once.

Write today for literature describing the complete line of New Moon apartment homes.

Member of  
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SURVEYS PROVE

**MARINES PREFER  
KIWI 38 to 1**

• Covers Scuff Marks! • Gives Shoes Richer Color!

Ask any  
Serviceman

**KIWI** (Kee-Wee)  
**Shoe Polish**



BLACK • TAN • BROWN • BLUE  
DARK TAN • MID-TAN • OXBLOOD  
MAHOGANY • CORDOVAN • NEUTRAL

CONTINUED ON PAGE 157



# PICK-UP, PEP,

**AND A REAL MILEAGE BONUS!**

## Get the Gas that Sets Mileage Records...

• For the 3rd straight year your Mobilgas dealer has demonstrated that he has what it takes to improve gas mileage—*high quality gasolines, plus top quality service!*

The records set in this year's Mobilgas Economy Run proved again the great economy built into modern cars promise *better gas mileage from your car, too, if you follow the example set by those 25 drivers!*

keep your car in tip-top condition—drive carefully—always fill up with Mobilgas or Mobilgas Special, products of the world's foremost catalytic refining program!



# Mobilgas

SOCONY-VACUUM



**25** Makes and Models of U. S. Cars Averaged **22** Miles per Gallon  
in 1952 Mobilgas Economy Run!  
• Over toughest course yet 1415 rugged miles from Los Angeles to Sun Valley—cars encountered practically every driving condition an average motorist meets in a year!

SOCONY-VACUUM CO. COMPANY, INC., and Affiliates; MACDONALD PETROLEUM COMPANY; GENERAL PETROLEUM CORPORATION

# Get All the Gas Mileage Your Car Can Deliver

*At Your Mobilgas Dealer's!*



# you FEEL BETTER in Jarman's

*Because-You're Right in Style and Two Feet Deep in Comfort!*



## Jarman's Fall Leisuals

Smart casual styling for fall and winter

Jarman's new Fall Leisuals are sturdier, yet glove-soft, pliant and comfortable—lightweight with bouncy, free and easy crepe soles, famous for long wear.

**\$9<sup>95</sup> to \$16<sup>95</sup>** *Most Styles*

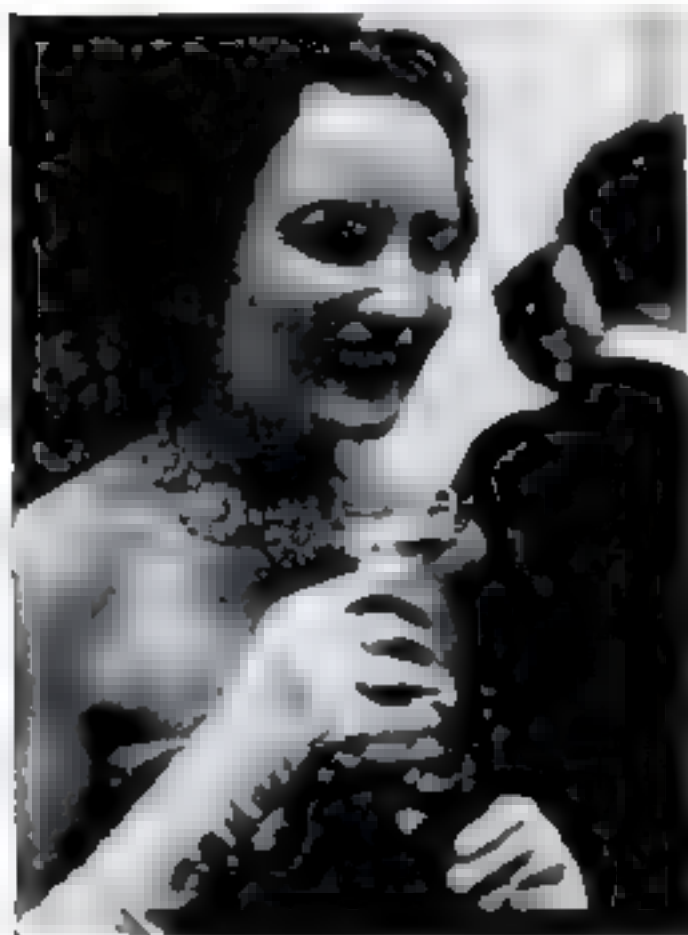
It's hard to describe, but somehow when you step into a new pair of Jarman's you experience a wonderfully satisfying feeling. You get an immediate lift from the smart new look about them. You *know* you're *right in style*. (Jarman's are the only shoes approved for fashion by the Men's Fashion Guild of America.) As you take the first steps you're surprised that new shoes can be so *comfortable*. That's the way with Jarman's famous *friendliness of fit*—it's a comfort that is skillfully built in by expert craftsmen to give you mile after mile of real walking pleasure. See the versatile collection now being shown by your Jarman dealer. Try on a pair today.

JARMAN SHOE COMPANY, NASHVILLE, TENN.  DIV. OF GENERAL SHOE CORPORATION





IN A GALLERY of the art museum, sociable operagoers drink champagne before proceeding to supper at their reserved tables in an adjoining room.



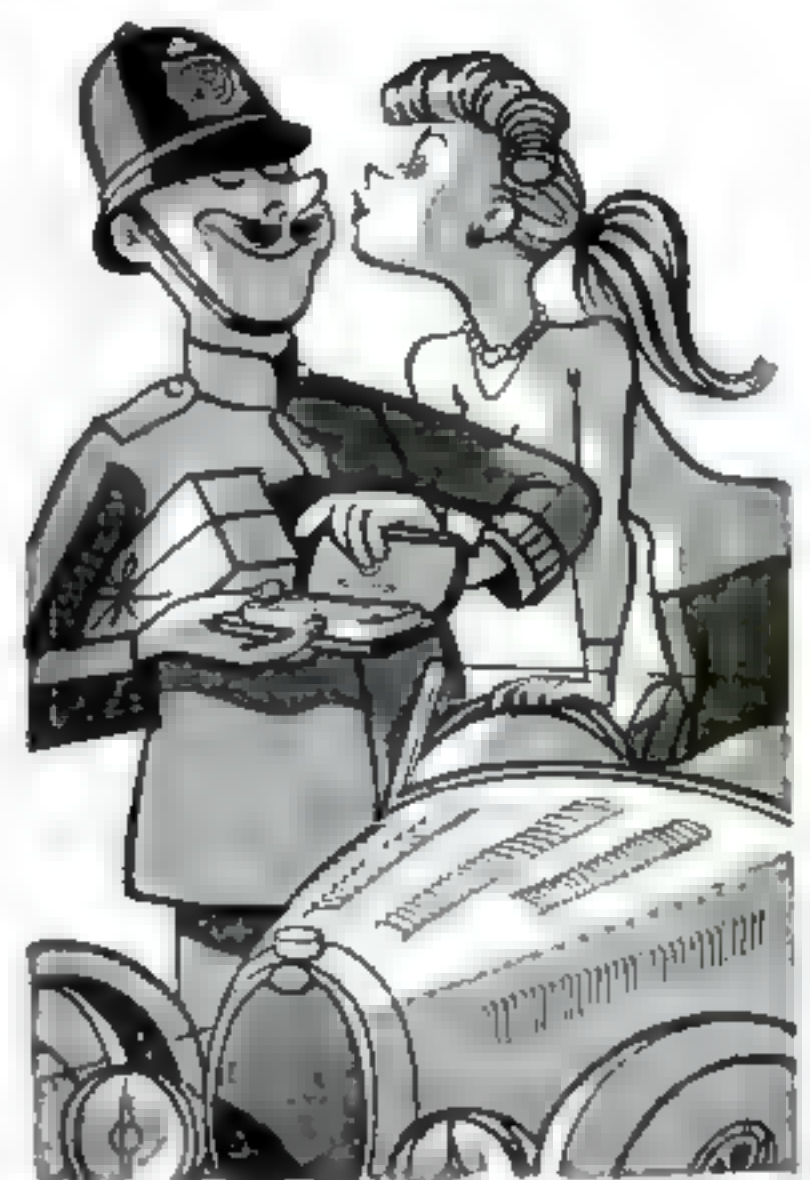
SMILING, Mrs. Richard Oddie wandered through museum visiting with friends. A few more women than men turned up at the party.



FROWNING, Dr. Frank R. Girard gets involved in serious talk. A retired San Francisco surgeon, he is often mistaken for Adolphe Menjou.



AT SUPPER the guests ate familiar staples like cold ham and turkey along with exotic Armenian items like stuffed grape leaves and rose-petal preserves.



## Bobby gets valuable present

"As a Police Officer back in England 15 years ago, I was given a ROLLS RAZOR as a birthday present.

"Since that time I have used it continuously and I can safely say that never before, or after, have I received a more valuable present.

"Apart from giving me a real shave, I figure I must have saved hundreds of dollars on blades and razors during that period.

"Believe me, I wouldn't be without it."  
—John F. Turnbull, Greenwich, Conn.

Send us your own Rolls story, won't you? And send for our interesting booklet... "50 Centuries of Shaving."



Sharpen the Rolls personally to suit your face and beard on the built-in strop, or hone (when necessary). Sheffield steel, hollow-ground blade takes a perfect edge. No blade-buying. Closer, cleaner, more comfortable shaves —no irritation or "razor-pull."



Compact unit is beautifully packaged in blue satin-lined case. ONLY \$15.00, no luxury tax.

# ROLLS RAZOR

338 Madison Avenue



New York 17, N. Y.

# FOR MUSCULAR PAIN

TAKE **BAYER** ASPIRIN

# FOR QUICK RELIEF

FEEL BETTER FAST!



No comb-scratch  
No torn hair  
Ace does very well  
Up there!

Indeed it does! In fact Ace protects your hair and scalp because its teeth are carefully rounded at ends and edges. Made of genuine Ace Hard Rubber, strong Ace Combs cost less because they last longer. For good grooming, replace with Ace, individually boxed, many styles. American Hard Rubber Company, N. Y. 13.

# ACE®

HARD RUBBER COMBS





**Always use  
Star-Kist  
Tuna**  
it's America's  
Best in  
Flavor Tests!  
*—Arthur Godfrey*



**Star-Kist**  
CHUNK STYLE  
Tuna

**Star-Kist**  
Fancy  
Tuna

**TUNE IN...ARTHUR GODFREY TIME...CBS NETWORKS**

## FOR THE 1 MAN IN 7 WHO SHAVES DAILY

New preparation has remarkable  
skin-soothing ingredient

MODERN LIVING demands you shave every day. But your skin need not get irritated, rough, and often old-looking. Not any more...

Two special ingredients in Glider brushless shave cream correct all this. One is the same type of oil that is used on a baby's skin. This allows your razor to cut close without scraping.

The second ingredient which insures your skin new shaving comfort is EXTRACT OF LANOLIN—a wonderful new substance with beneficial ingredients 25 times as active as in plain lanolin, the well-known skin conditioner.

Glider helps keep the skin silky-smooth because it's good for the skin. So good that it makes after-shave lotions needless. Rub a little extra Glider right into your skin... and like a skin cream it replenishes the oils of your skin, leaves your face feeling smooth, relaxed. Get a tube today and see for yourself!

Try a tube at our expense! Just write The J. B. Williams Company, Dept. LG-10, Glastonbury, Conn.

(Offer good in  
U. S. only.)

*Charles S. Campbell*  
PRESIDENT



# Thor

A Battery  
you can  
Always **TRUST**

Made by a company that has spent  
34 years building dependable batteries  
for many of the country's best-known  
makers of automotive products.  
Next time... get a **Thor**®



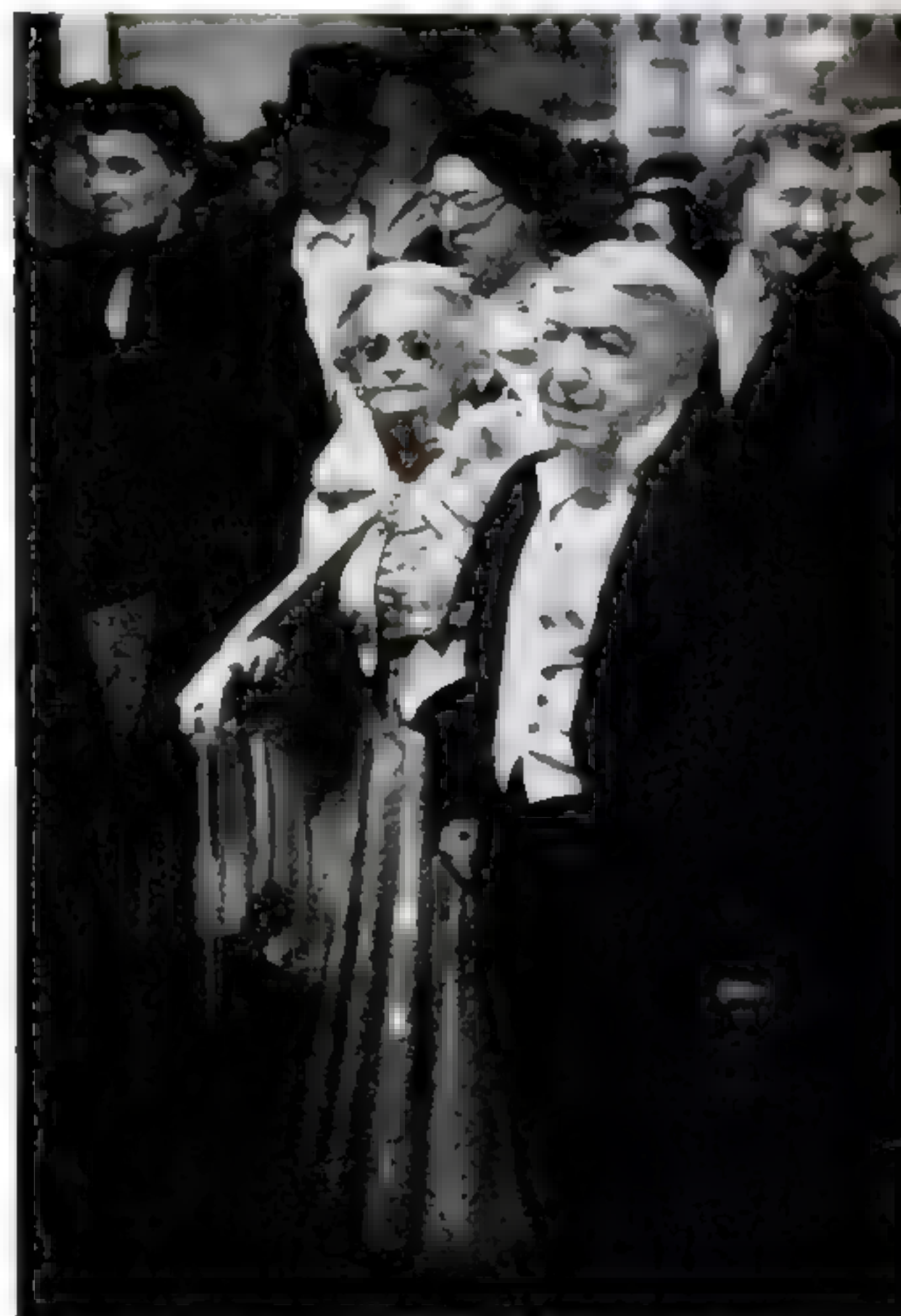
Wholesalers: Write for details  
on the profitable Thor line.

**PRICE** BATTERY CORPORATION  
HAMBURG, PA., Atlanta, Ga.

## Opera Opening CONTINUED



BACKSTAGE GREETERS after opera's end congratulate the Italian tenor Mario del Monaco who sang a leading role. He receives guests in informal garb.



PERPETUAL FIRST-NIGHTERS, the R. S. Shainwalds, have attended all 30 openings. She always wears same dress, cannot recall where she got it.





# Want to Lose Weight?

*Listen to Hedy Lamarr!*



• An enthusiastic music lover, Hedy Lamarr has a large collection of records. Says Hedy: "Many stars in Hollywood take Ayds to keep themselves in trim. It really keeps your figure looking slim and lovely."



• Here is Hedy Lamarr exercising with her Great Dane, Doner. "If I find myself putting on weight, the first thing I turn to is Ayds," says Hedy. "I can sincerely recommend it to you and all my friends."



• Hedy Lamarr in one of her most famous roles. "Every star has to take care of her figure," says Hedy. "Ayds is the natural way to reduce. It helps you slim the way Nature intended you to."

## No Drugs... No Diet... Not a Moment's Hunger!

If you want a lovelier figure, let Hedy Lamarr tell you how. Lose unwanted fat the safe, healthful Ayds way—without dieting or hunger.

### Proved by Clinical Tests

With Ayds you lose weight the way Nature intended you to. A quick, natural way, clinically tested and approved by doctors, with no risk to health. With the Ayds plan you should feel healthier, look better while reducing—and have a lovelier figure.

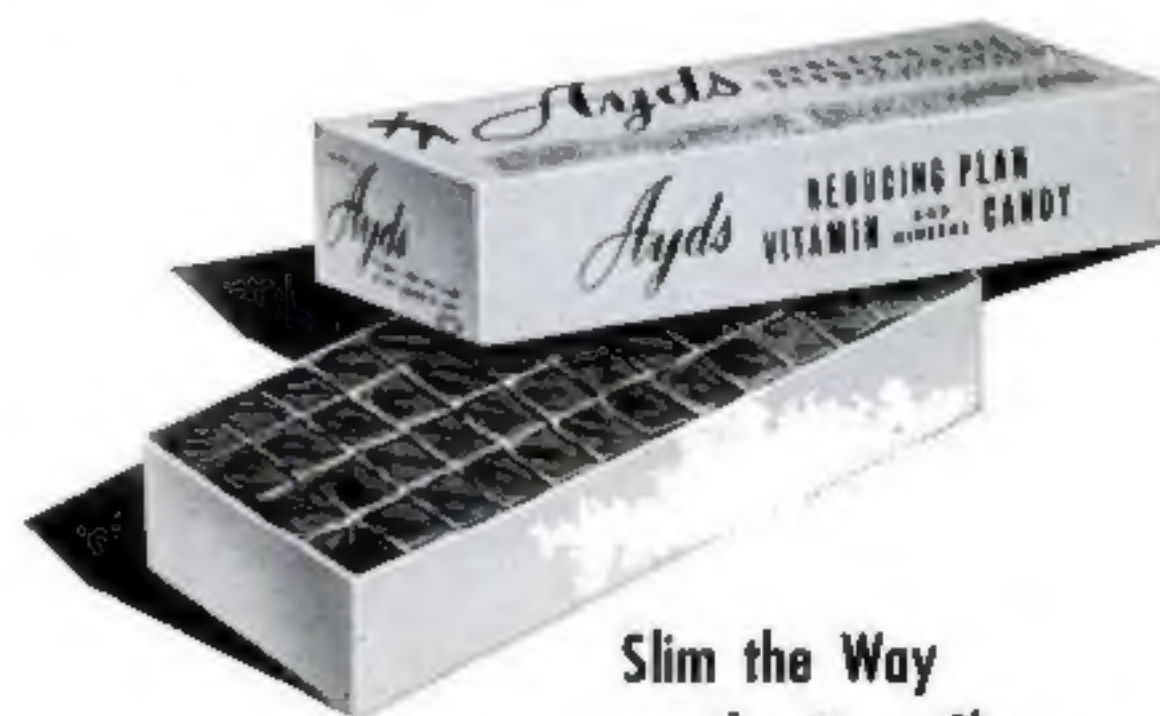
### Controls Hunger and Over-eating

When you take Ayds before meals, as

directed, you can eat the foods you like. No starvation dieting—no hunger pangs ever. Ayds is a specially made, low calorie candy fortified with health-giving vitamins and minerals. Ayds curbs your appetite—you automatically eat less—lose weight naturally, safely, quickly. Ayds is guaranteed pure. Contains no drugs or laxatives.

### Results Guaranteed

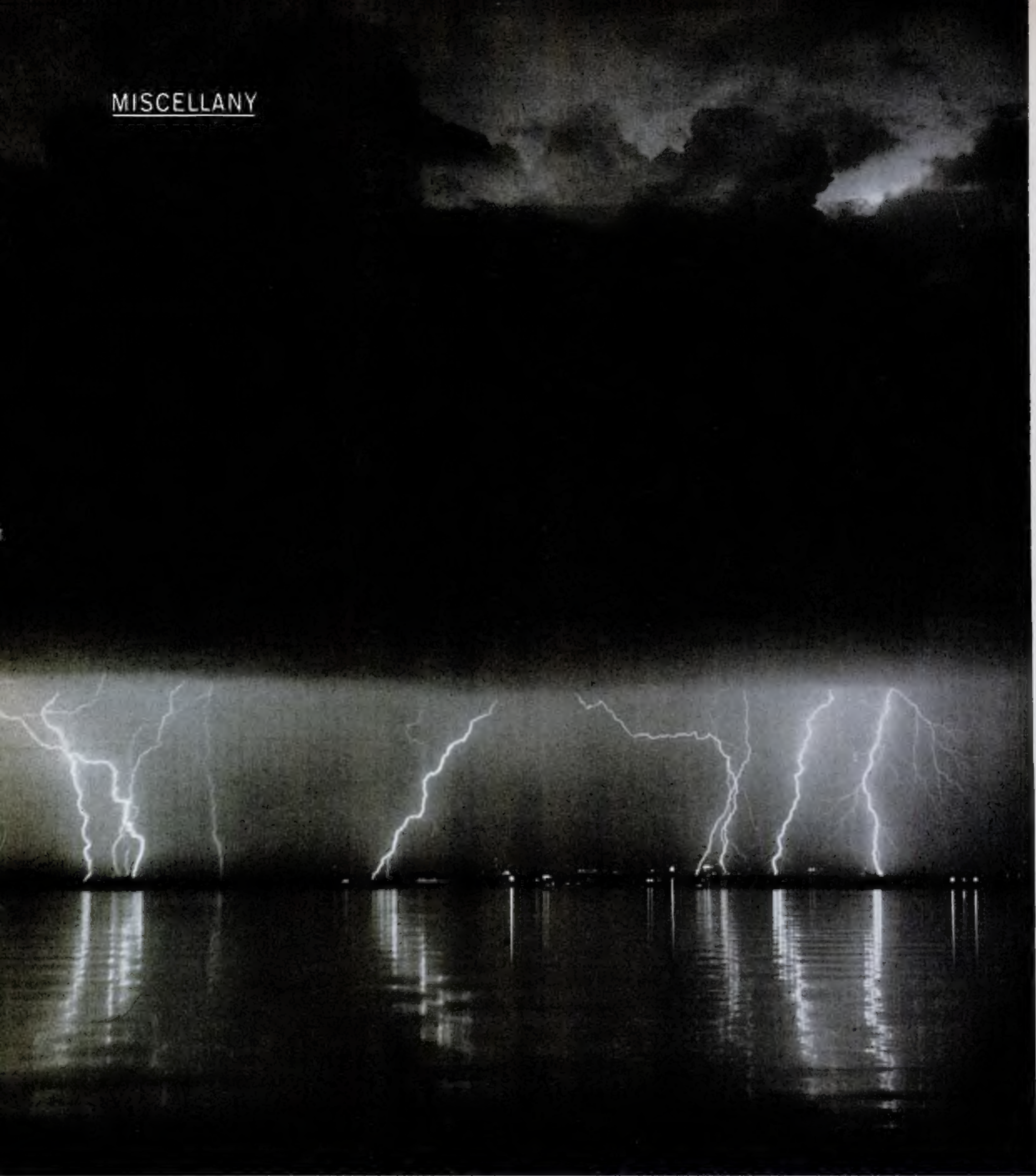
Users report losing up to ten pounds with the very first box. You will lose weight with your first box (\$2.98) or your money back.



Slim the Way  
the Stars Slim

THE LOVELIEST WOMEN IN THE WORLD TAKE AYDS





## LOW-FLYING LIGHTNING

In less than a minute, from a cloud which hung like a dark curtain across the Maryland sky, three flashes of lightning fell, splitting as they came down on the buildings of the Patuxent River Naval Air Station and back-lighting the sky. Out on the Patuxent River a truck

driver named John Showers, who was fishing with a friend, had set up his camera, pointed it at the lowering cloud and opened the shutter. When his film of the awesome lightning chorus was developed, it turned out that Photographer Showers had made the best catch of the day.

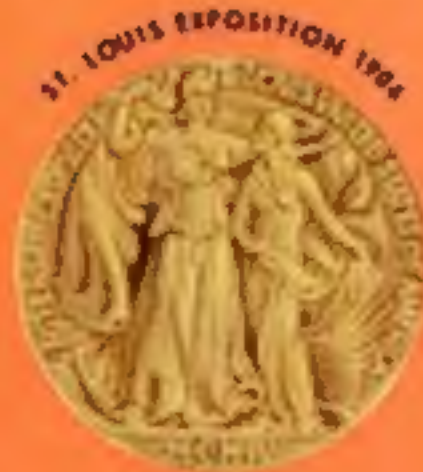




... it's always  
a pleasure  
to drink ... to serve

# I.W. HARPER

*The Gold Medal Whiskey* since 1872



THE *Prized* BOTTLED IN BOND  
KENTUCKY STRAIGHT *Bourbon*

KENTUCKY STRAIGHT BOURBON WHISKEY, BOTTLED IN BOND, 100 PROOF, I. W. HARPER DISTILLING COMPANY, LOUISVILLE, KENTUCKY



# More Doctors smoke **CAMELS** *than any other cigarette*

**TENS OF THOUSANDS OF DOCTORS,** doctors in every branch of medicine—general practitioners, surgeons, throat specialists—doctors from coast to coast, were asked what cigarette they smoked. The brand named most was **CAMEL!**



Repeated nationwide surveys show that more doctors smoke Camels than any other cigarette!



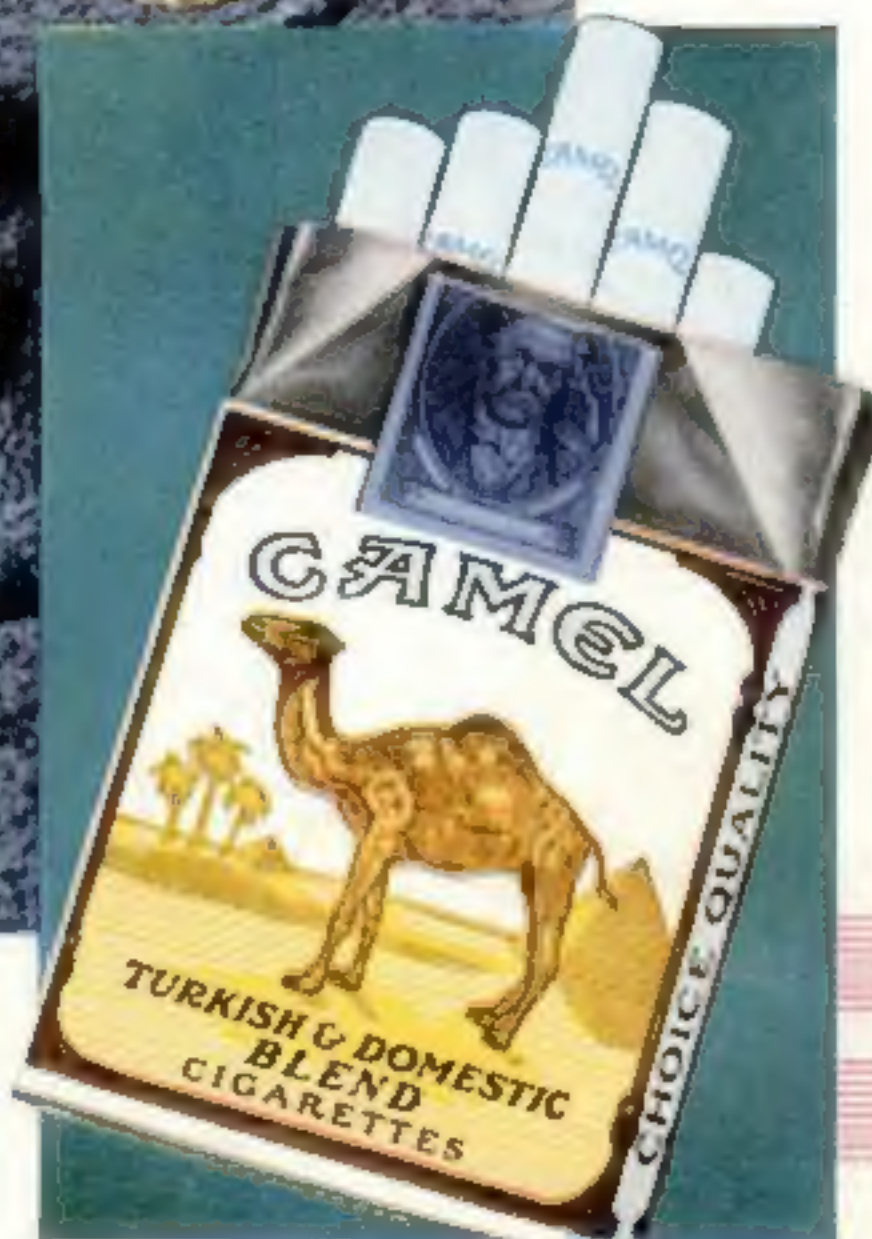
H. J. Reynolds Tobacco Co., Winston-Salem, N. C.

## YOUR “T-ZONE” WILL TELL YOU

**how Mild and Flavorful  
Camels are,  
pack after pack!**

**D**OCTORS want the same things you want in a cigarette—*mildness and flavor!* Try Camels as your steady smoke! Smoke Camels — and only Camels — for 30 days! Judge Camel's expertly blended tobaccos on a pack-after-pack, day-after-day basis.

Your own “T-Zone” (T for Throat, T for Taste) is your proving ground for a cigarette. Your Throat will tell you how cool and mild Camels are, your Taste will tell you how flavorful Camels are — for steady smoking! You'll see why so many smokers throughout America say, “I'd walk a mile for a Camel!”



**Start your own 30-Day Camel Test today**  
Your “T-Zone” (T for Throat, T for Taste) will tell you how mild and good-tasting Camels are — as your *steady* smoke!

*America's most popular  
cigarette by billions!*